Jennifer Bennett

Senior Product Designer | Mobile UX & Research

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Summary

Senior product designer with 12+ years in mobile UX. I've led design for 26+ client apps across healthcare, hospitality, and connected hardware, from research and MVP planning to high-fidelity design. Clear communication between product and engineering is central to how I work, whether I'm joining a small startup or an enterprise team.

Experience

Co-founder & Principal Product Designer | LunarLincoln, Nashville, TN — **2014 – Present**

- Led end-to-end design for 26+ client mobile apps in healthcare, behavioral health, smart hardware, hospitality, and real estate, from discovery and market-fit research to iOS and Android launch.
- Clients include Yale / ASSA ABLOY, Ally Waste, HealthStream, Beachy, Paul C. Buff, Objective Zero, Agent Legend, and Synchronous Health, among others.
- Sole product designer for Ally Waste's operations platform: field apps, an admin portal for scheduling, reporting, and payroll, a resident app, and customer dashboards supporting 5,500+ properties in 44 states.
- Designed AI products for two clients: Sandy, a chat assistant that takes guest requests at Beachy resorts, and Karla, a behavioral-health companion app with a therapist web portal, for Synchronous Health.
- Plan and scope MVPs, turning business goals into prioritized features, user flows, and estimates that engineering teams build against.
- Run user interviews, usability tests, and surveys, then translate findings into wireframes, interactive prototypes, and high-fidelity UI in Figma.
- Run the business side of a small dev agency: sales, estimation, hiring, client communication, and billing.

Associate Director of Communications | Tennessee Bankers Association — **2011 – 2014**

- Designed *The Tennessee Banker*, a 48-page monthly magazine; served as online editor for TNBankers.org.
- Directed and produced 100+ print pieces a year for education, legislative updates, and events.

Senior Brand Manager | Double Diamond Design — **2009 – 2011**

- Managed healthcare and wine & spirits brands across print, social, email, and direct mail.
- Planned media strategy and placement; wrote creative and technical copy.

Earlier: Graphic Design Assistant, Vanderbilt University Creative Services (2007 – 2008)

Skills & Tools

Design: UX/UI Design, Mobile Design (iOS & Android), User Research, Usability Testing, Market Research, Product Strategy, Feature Planning, Prototyping, Design Systems, Dev Handoff, Branding, Copywriting, Print Design

Tools: Figma, FigJam, Miro, Maze, Mixpanel, Notion, Airtable, Typeform, Jira, Confluence, Loom, Adobe Creative Suite, WordPress, Claude, ChatGPT

Education

Bachelor of Arts in English, Minors in French & Studio Art | Vanderbilt University