

Jenny Cerullo

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PROFESSIONAL SUMMARY

Industrial and product designer with customer-facing experience. I specialize in designing for diverse users in physical spaces and human interactions, applying user-centered principles to bridge complex physical and digital needs. Eager to contribute to a role as a Product Designer.

EDUCATION

BrainStation

Bootcamp, UX/UI Design

Sep 2025 - Mar 2026

Carleton University

Bachelor's, Industrial Design, Minor in Psychology

Sep 2021 - Apr 2025

PROFESSIONAL EXPERIENCE

Loen.Design

Product Designer

Ottawa, ON, Canada

Sep 2024 - Present

- Leveraging Figma to validate user interactions for public interfaces during the pre-installation phase.
- Engineered a data-driven art installation ("Databells"), utilizing 120 bells, managing the design from concept to final assembly.
- "Databells" garnered 500+ visitors and earned media coverage on CBC due to its compelling design and public interest.
- Designed and fabricated all the mounting systems and reliable mechanisms to ring the bells using CNC routing, 3D printing, and plasma-cutting.
- Used SolidWorks to create design documentation and specifications for rapid assembly, installation, and repeatable production.
- Promoted to full-time after 6 months of part-time.

Loen.Design

Project Designer and Fabricator Intern

Apr 2024 - Aug 2024

- Collaborated closely as a team player with software engineers and project managers to ensure technical feasibility and cost-effectiveness.

PROJECTS

Lululemon x BrainStation Design Sprint

Product Designer

Remote

Dec 2025 - Dec 2025

- Won 1st place in a competitive design sprint by presenting a high-fidelity Lululemon app redesign that aligned with the company's user retention goals and brand identity.
- Mapped user journeys, identified key friction points in the onboarding flow, and redesigned the landing page to propose a more personalized UX.

UX/UI for Three Startups

Product Designer

Remote

Oct 2025 - Present

- Dedicated evenings and weekends to translating complex business requirements into high-fidelity mobile and web screens for three early-stage startups.
- Standardized design-to-developer handoff by creating wireframes and interactive prototypes in Figma.
- Actively developing AI-powered features to streamline user workflows within the platform.

Project Tembo

Industrial Designer

Sep 2024 - Apr 2025

- Led ethnographic research in Tanzania to design a hand-powered tool, reducing corn grinding costs by 60% for local rural households.
- Developed prototypes under extreme manufacturing and material constraints, delivering clear technical drawings to funding stakeholders.

CERTIFICATIONS

Google UX/UI Design Certification 2024

- Applied UX workflows, including Figma prototyping for iOS/web, and usability testing, while adhering to WCAG standards.

SKILLS

Skills: Figma, Adobe Creative Suite, Microsoft Office, Wireframing, Prototyping, Usability Testing, Web Content Accessibility Guidelines (WCAG), Design Systems, Responsive Web Design, Mobile Design, Technical Drawings, User Research, Cross-Functional Collaboration, Iterative Design, Human-Centered Design, Design Thinking, Adobe Illustrator, HTML/CSS, AutoCAD, CAD, C/C++, SolidWorks, KeyShot, Fusion360