

Jayna Moloney

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EXPERIENCE

Aetna, a CVS Health company

Senior UX/UI Designer • Oct 2019 - Present

- Led the site design for a new business, CVS Kidney Care
- Created and maintained a Sketch Library of components for CVS Kidney Care; made contributions to grow and evolve the existing Aetna design system
- Produced site maps, wireframes, and designs; collaborated with developers to build components and content authors to assemble pages in AEM
- Worked with product owners and business teams on new initiatives and enhancements across aetna.com

The Trade Desk

UX/UI consultant with TradeUp Technologies • Oct 2019

- Created user flows and prototyped an MVP app concept
- Worked with developers on an initial iOS build

Isobar

Art Director • Apr 2013 - Oct 2019

- Cross-discipline collaboration on projects across a range of industries, including media/entertainment, financial services, automotive, food, beauty, and healthcare
- Embraced new tools and provided leadership on advanced design methodologies and practices
- Participated in pitches, hackathons, internal projects, and marketing efforts; published content on the Isobar blog
- Conducted interviews and attended recruiting events
- Managed a large-scale client-facing InVision prototype (400+ annotated screens) and assumed UX roles after team members rolled off the project

EDUCATION

MassArt

BFA, Graphic Design
2003 - 2008

Graphic Design major with additional coursework in Industrial Design and Printmaking

MECA

Early College Program
Summer 2003

Foundation studies with a concentration in Painting

Ongoing learning

Courses taken in design and intro-to-coding categories

Participation in the local design community

Attending creative conferences and webinars



I'm a designer in NYC with a passion for process and collaboration to craft meaningful experiences



- Led the design of an iOS app including the creation of custom icons, illustrations, motion references, and app store submission artwork
- Created design systems across new platforms, working with experience designers and developers to understand limitations and propose solutions
- Storyboarded and directed internal and client-facing videos with quick turnaround

BEAM Interactive

Senior Designer • Jan 2012 - Mar 2013

- Concept, design, and art direction for Virgin Mobile; assistance on projects for Boost Mobile, MINI, and Fidelity

SapientNitro

Senior Designer • Jun 2010 - Jan 2012

- Concept, design, and art direction for Ram Trucks site redesign, product launches, and marketing campaigns
- Won two industry awards

Hunt & Gather

Designer • Aug 2009 - June 2010

- Concept, sitemap, wireframe, and design for clients including Harvard Business School, Tufts Health Plan, Chase, Scholastic, Pearson, and Beyonce
- Certificate of appreciation from H&G dev team

The Barbarian Group

Designer • Jun 2008 - Jun 2009

- Hired after a double internship to concept, design, and assist in production for clients including Kashi, CNN (Shirts), Allstate, and Adobe

SKILLS

Pro

UX/UI, art direction, prototyping, design systems, concept development, storytelling, knowledge sharing, design accessibility

Dabbler

Branding and identity, illustration, motion design, icon design, print layout

TOOLS

Pro

Sketch, Photoshop, InVision, Keynote, Google Slides, Powerpoint

Dabbler

After Effects, XD, Illustrator, InDesign, Procreate, UserZoom

