Jenna Cuene

Product designer

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Product designer with five years of design work, the last three on a national distributor's software and commerce program. Designed a procurement product's budgeting, approval and requisition tools, all shipped as designed.

EXPERIENCE

Lead UX/UI, product and brand designer, Dental City, San Diego, CA (remote), Oct 2023 to present

A national dental-supply distributor. Joined as a UI/UX designer in October 2023. On contract through my own firm, Sandbucket, since February 2024.

- As the only designer, designed Sherpa Dental's budgeting, approval and requisition tools from wireframes to release in version 2.0 (October 2024), working within fixed styles and hard-coded components.
- Stepped into the core business's custom website, Perfion PIM, Microsoft Dynamics GP ERP and SalesPad CRM. Since 2026, consult on its move to a new commerce platform: helped evaluate five partners, wrote requirements and built the cost model; now a nearly finished development site, product data restructuring, business and tax research, and policy drafts for legal review.
- Set the product's design foundations (type scale, color, spacing, button hierarchy) and extended its components and patterns within what the code base allowed; plus an email template system and an icon library with SVG sprites, handed off with annotated specs, CSS and packaged files.
- Started with field research: sat in on onboarding calls, setups and product demos before designing.
- Test for accessibility against the WCAG guidelines (color contrast, type, keyboard and screen reader use, ARIA), and run moderated and unmoderated user tests and A/B tests across customer segments, regions and use cases.
- Helped build and set up the quoting tool that turns a practice's purchase history into a savings quote, alternative-product matches and an import file, so new accounts opened with their own data.
- Ran acceptance testing with the development team, logging about twenty named defects in one cycle.
- Write requirements, user stories and acceptance criteria for the development backlog.
- For a B2B storefront for regulated medical products, now in pre-launch, designed the information architecture, brand identity and marketing, and drafted the data model for product naming, descriptions and attributes, regulatory disclosures, and hazard and compliance flags, kept true to manufacturer data. Final checks on the schema and migrations are assisted by the client's IT team and an outside technical consultant.
- Built and tested the working store with AI coding tools: search, cart, checkout, orders, returns and accounts.

Freelance designer, Nov 2021 to Jan 2026

- Designed and launched six websites for startups, local organizations and my own design and consulting firms, across Webflow, Wix, Squarespace and other site builders: portfolio, service and landing sites, with CMS content models for events, members and services.
- Designed a four-weight text family adapted from the open-licensed Alan Sans, with about half its core letters redrawn, plus a custom display cut for a client.

Vice president, One Love Ski & Snowboard, Salt Lake City, UT, Sep 2020 to Oct 2023

A registered student organization at the University of Utah.

- Co-led a university ski and snowboard club of about 4,000 members: events, budget and operations, with $1.8M in revenue in its final year.
- Brought in sponsor brands, and designed, built and ran the website, the season-pass portal and the marketing.

EDUCATION

Bachelor of Science, Multi-Disciplinary Design (digital track); minors in urban ecology and music, University of Utah, 2023

TOOLS

Design and prototyping: Figma, Figma Make, Adobe Creative Cloud, Webflow, Wix and Squarespace, SendGrid templates (JSON)

Build and ship: Claude Code and Cursor, GitHub, TypeScript, React and Remix, Express, Tailwind, Supabase (Postgres, SQL), Python, Stripe, Playwright, Render, Azure DevOps

Data and business systems: Excel, Power BI, Power Automate, Power Apps, Microsoft Dynamics GP (ERP), SalesPad (CRM), Perfion (PIM), SharePoint, Microsoft 365, Dovetail, Linear, Notion, Coda, monday.com, Zoho One, QuickBooks

Commerce platforms reviewed: Shopify, Adobe Commerce, Elastic Path, BigCommerce, Zoey, WooCommerce, HubSpot

LANGUAGES

English (native), Spanish (limited working)