JENNA COHEN

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EXPERIENCE

Associate Product Manager | *PBS News* *July 2023 – Present*
- Design data visualizations, graphics and products using Illustrator, After Effects, Figma and Datawrapper for election pages, breaking news posts and story collections, reaching 6M+ unique users monthly.
- Spearhead the redesign of 30+ new templates for our website, social and video content after our company rebrand, resulting in up to a 100% increase in engagement.
- Streamline the distribution of our revamped design assets across our broadcast and digital teams using Figma and OneDrive.
- Conduct and analyze 15+ user tests in Google Sheets for the new PBS News website.

Roy W. Howard Fellow | *PBS News Hour* *July 2022 – July 2023*
- Produced web pages, digital stories, graphics and data visualizations on the 2022 midterm elections and the prevalence of election deniers running for office.
- Designed desktop and mobile UI prototypes and 8+ user flows for interactive stories using Figma, resulting in a 20% increase in user engagement.
- Updated social and email newsletter design to improve user experience – based on analytics collected from A/B testing – by refining visual hierarchy, typography and color.

Digital Designer | *Howard Center for Investigative Journalism* *June 2020 - June 2022*
- Animated 3 motion graphics on the Elaine Massacre, evictions, and public housing using After Effects, Premiere Pro, Illustrator, Photoshop and Procreate.
- Developed website branding and 10+ user flows using Figma and XD for the Nowhere To Go and Printing Hate investigations.

Data and Graphics Reporter | *Capital News Service* *August 2021 - December 2021*
- Designed graphics, maps, data visualizations, animations and web pages for CNS stories.
- Facilitated 2 newsroom trainings on website development and production.

EDUCATION

B.A. Journalism | *University of Maryland, magna cum laude* *May 2022*
- Outstanding Undergraduate Student, *Philip Merrill College of Journalism*
- Punch Sulzberger Innovator of the Year, *News Leaders Association*
- IRE Medal, *Investigative Reporters and Editors*

Product Manager Certification™ | *Product School* *June 2023*

SKILLS

Design: Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro), Figma
Data & Development: HTML, CSS, SaaS, JavaScript, jQuery, ai2html, WordPress, Wagtail, GitHub, R, Datawrapper, Carto, Flourish, ggplot, OpenRefine, Tabula
Management: Trello, Google & Microsoft Suites, Cross-functional team coordination