

JENNA COHEN

(she/her/hers)

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✂ jennarcohen  in/jennarcohen

SKILLS

Design:

Figma, Illustrator, After Effects, Premiere Pro, Photoshop

UX/UI:

Wireframing, User-Centered Design, Personas, User Flows, Information Architecture, Mobile & Desktop UI

Data & Development:

HTML, CSS, WordPress, Wagtail, GitHub, R, JavaScript, Datawrapper

Product Management:

Strategic Product Thinking, Cross-Functional Team Leadership, Agile Methodology

EDUCATION

B.A. Journalism, Magna Cum Laude
University of Maryland

Product Manager Certification™
Product School

HONORS & AWARDS

Roy W. Howard Fellow, Scripps Howard Foundation & PBS NewsHour

Outstanding Undergraduate Student, Philip Merrill College of Journalism

Punch Sulzberger Innovator of the Year, News Leaders Association

IRE Medal, Investigative Reporters & Editors

EXPERIENCE

Associate Product Manager | *PBS News*

July 2023 - Present

- Prototype and ship designs using Figma, Illustrator and After Effects for election pages, fundraising ads and story collections that reach our 6M+ unique users each month.
- Lead redesign of 30+ new templates for our website, social and video content after our company rebrand in June 2024.
- Oversee the distribution of our revamped design assets across our broadcast and digital teams using Figma and OneDrive.
- Conduct 15+ user tests & establish redesign timeline for the PBS News website and email newsletters.

Roy W. Howard Fellow | *PBS News Hour*

July 2022 - July 2023

- Designed desktop & mobile UI prototypes and 8+ user flows for interactive stories using Figma, HTML, CSS and JavaScript.
- Updated social and email newsletter branding to improve user experience by refining visual hierarchy, typography and color.
- Produced web pages, digital stories, graphics and data visualizations on the 2022 midterm election cycle and the prevalence of election deniers running for office.

Digital & Graphics Designer | *Howard Center for Investigative Journalism*

June 2020 - June 2022

- Developed branding & 10+ user flows using Figma & XD for the Nowhere To Go and Printing Hate investigations.
- Animated 3 motion graphics on the Elaine Massacre, evictions, and public housing using After Effects, Premiere Pro, Illustrator and Procreate.

Data & Graphics Reporter | *Capital News Service*

August 2021 - December 2021

- Designed still and animated graphics and maps, data visualizations, and web pages for CNS stories.
- Facilitated 2 newsroom trainings on web development and story production on our WordPress site.