

Jordyn Popova

turning complex problems into meaningful experiences



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SKILLS

RESEARCH

User research, usability testing, journey mapping, research synthesis, information architecture

DESIGN

Human-centered design, experience design, service design, concept development, storyboarding, systems thinking

PROTOTYPING

Low-to-high fidelity, 2D and 3D model making, rapid prototyping, Rhino 7

TOOLS

Figma, Adobe Creative Cloud, Rhino 7, Canva, AI-assisted design tools, Microsoft Office Suite



EDUCATION

B.A. Applied Experience Design and Research
UT Dallas • May 2025 • GPA 3.7

Certificate in Applied Experience Design
UT Dallas • May 2025

Google UX Design Professional Certificate
October 2023

EXPERIENCE

UX Design and Researcher

BanooHealth • Nov 2025 - Present

- ★ Drove design and iteration alongside a cross-functional team building a healthcare platform for refugee women
- ★ Transformed user research into targeted improvements across navigation, layout, and key workflows
- ★ Uncovered usability and accessibility gaps and engineered solutions that made the experience clearer and easier to use

Barista Trainer

Starbucks-DFW Airport • Jun 2021 - Jul 2025

- ★ Trained 20+ team members by breaking down complex service workflows into clear, repeatable steps
- ★ Spotted friction points in a high-volume airport environment and proposed improvements that strengthened consistency across the customer experience



PROJECTS

Capstone — End-to-End Experience Design

Alcon • Jan - May 2025

- ★ Led the design of a full end-to-end experience for eye health education, from early research through high-fidelity prototype
- ★ Crafted concept communication tools including user flows, journey maps, and storyboards to align the project team
- ★ Refined prototypes through multiple rounds of testing, improving clarity and task completion each time