

Jennifer Lannon

Visual Designer | UI/UX | Interactive Experiences

Baltimore, MD
jennk.lannon@gmail.com
JennKL.com
[LinkedIn](#)

EXPERIENCE

Yahoo, *Interactive Designer*

August 2015 - PRESENT

- Design interactive, game-like ad experiences including mini-games, quizzes, carousels, and 360° interactions, increasing engagement above benchmark performance
- Create user-centered interaction flows for dynamic and personalized ad experiences using product feeds and real-time data (e.g., weather-based content)
- Manage the Shutterstock licensing agreement for multiple teams. Negotiate the best pricing for our budget as well as meeting with legal to discuss Gen-AI tool use and indemnification
- Provide art direction and mentorship to designers for high-quality visual output
- Collaborated on UX and specifications for new ad formats, improving usability across Yahoo premium ads
- Developed Figma-based templates, improving production speed by 30%
- Contributed to a microanimation library, reducing design and development turnaround time
- Partnered with product and engineering teams to optimize Innervate creative tools, reducing friction and improving workflow efficiency
- Design cross-platform experiences (mobile, web, CTV) with a focus on client KPIs, clarity, responsiveness, and accessibility
- Create visual storytelling assets including illustrations, motion graphics, and video content for interactive campaigns
- Designed Xbox interactive ad experiences, aligning with gaming audiences and platform expectations

Johns Hopkins Medicine, *Front-End Designer/Developer*

November 2012 - August 2015

- Designed and developed front-end responsive user experiences for large-scale healthcare system (40k+ pages)
- Led UX and front-end design for Search, Health Library, and Find a Doctor tools, improving usability and navigation
- Created wireframes and interactive prototypes using Axure across desktop and mobile
- Collaborated cross-functionally to design a content admin, enabling non-technical users to manage content
- Led migration of 2 publications into structured systems, improving efficiency, editorial workflows and winning 2 awards

INTERACTION DESIGN

- Player Experience & Engagement
- Interaction & Motion Design
- Narrative & Visual Storytelling
- Prototyping & User Flows

VISUAL DESIGN

- Design Systems & Component Libraries
- Typography, Color, Layout
- Iconography & Illustration
- Responsive & Accessible Design

TOOLS

- Figma, Adobe Creative Suite, Sketch, Zeplin, Axure
- HTML5, CSS, Greensock (GSAP)
- Celtra, Innervate, AOL ONE
- AI Tools (ChatGPT, Claude, Adobe Firefly)
- Canva

AWARDS

Digital Health Awards

MERIT - Dome Digital Magazine
(JHM Staff Publication)

GOLD - Hopkins Medicine Digital Magazine