

# JANE JIA MENG

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## EXPERIENCE

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**User Experience Designer** | *FLIT Invest* | *New York, United States* *Jun. 2022 - Nov. 2022*

*FLIT iOS Application Project (A B2C Financial Product To Be Released In January 2023)*

- Redesigned the user flow and user interfaces of landing and sign-up pages based on user research and ideation workshops to create a more usable and efficient experience for the new target user group.
- Established a new design system based on competitive product research and analysis in a team of 4 to enhance the user experience by providing a more personalized company brand identity.
- Worked with the front-end development team to redesign data visualization charts in product UI and increased efficiency in accessing essential information, increasing the monthly click rate by 10.5% in the beta test.

**User Experience Designer** | *Ping An Technology* | *Shanghai, China* *May. 2021 - Aug. 2021*

*Ping An Algorithm Platform Project (A B2B Sales Tech Product Launched In 2022) & Public Welfare Project*

- Designed an AI product purchasing and management platform from end-to-end in a team of 3.
- Created the information architecture, wireframes, mockups, and high-fidelity prototypes, enhancing the user experience of AI product purchasing for more than 1000+ users.
- Collaborated with the publicity department to create storyboards and demo videos for product fundraising to articulate the project execution process, which helped the project obtain a grant of \$100,000.

**User Interface Designer** | *Wanxiang Blockchain* | *Shanghai, China* *Dec. 2020 - Feb. 2021*

*HashQuark Project (A Staking Services Platform Launched In 2021)*

- Designed the product UI and visual system across the web and mobile-based on UX strategy, using software like Sketch, Adobe Creative Suite, etc.
- Improved visual consistency based on user research and front-end development teams' feedback.
- Created the theme banners for a series of new products and increased the monthly open rate by 14%.

## PROJECTS

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**Product Designer** | *Jigo (An intelligent toy product)* *Jan. 2020 - Jun. 2020*

- Interviewed the target user group and conducted competitive product analysis.
- Turned research insights into a digital and physical design and delivered the functional prototype.

**Product Designer** | *Fettler (An application design for item maintenance and sustainability)* *Jun. 2019 - Aug. 2019*

- Conducted field research on the repair business, interviewed local experts in this industry, transformed the insights into a system map with stakeholders, and produced high-fidelity prototypes for the final product.

## EDUCATION

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**New York University** | *New York, United States* *Sep. 2020 - May. 2022*

*MPS in Interactive Telecommunications*

**Beijing Institute of Fashion Technology** | *Beijing, China* *Sep. 2016 - Jun. 2020*

*BA in Industrial and Product Design*

## DESIGN SKILLS

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**User Experience Design:** Design Research, Interviewing, Wireframing, Prototyping, Usability Test, Storyboarding

**2D Prototyping & Visual Design:** Figma, Sketch, Adobe Creative Suite, Procreate

**3D Prototyping & Motion Graphic Design:** Cinema 4D, Rhino, Keyshot, Nomad, Daz Studio, Maya, Unreal