

JANE JIA MENG

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WORK EXPERIENCE

User Experience Designer | *FLIT Invest* | *New York, United States* 06/2022 - 10/2022

Worked on FLIT ios Application Project (A B2C Financial Product That Will Be Open To Market In January 2023)

- Redesigned the User flow and UI of landing and sign-up pages based on user research and ideation workshops. Offered target user groups a more usable and efficient experience.
- Established a new design system based on competitive products' research and analysis and enhanced user experience by providing a more personalized company brand identity.
- Worked with the front developer team to redesign data visualization charts in product UI and increased users' efficiency in accessing essential information.

User Experience Designer | *Ping An Technology* | *Shanghai, China* 05/2021 - 08/2021

Worked on 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, lo-fi, and hi-fi prototypes. Enhanced the user experience of AI product usage for more than 1000+ internal users.
- Worked with the publicity department, Created storyboards and demo videos for product fundraising to articulate the project execution process.

User Interface Designer | *Wanxiang Blockchain* | *Shanghai, China* 12/2020 - 02/2021

Worked on HashQuark Project (A Staking Services Platform Launched In 2021)

- Designed the product UI across the web and mobile by leading the decision on UX strategy and visual design.
- Improved visual consistency based on feedback from the user research team and front-end team.

Associate Designer | *Chaolao Design Consulting* | *Beijing, China* 09/2017 - 09/2019

- Improved the company's service process with clients and managed social media accounts.
- Integrated the company's design resources on designers, models, and studios.

PROJECT EXPERIENCE

Product Designer | *Jigsaw (An intelligent toy product that promotes children's sensory growth)* 01/2020 - 06/2020

- Interviewed 3 families with kids around 3 to 4 years old and a preschool education professional, conducted an in-depth analysis of 2 competitive products, turned research insights into a digital and physical design, and delivered the functional prototype.

EDUCATION

New York University | *New York, United States* 09/2020 - 05/2022

MPS in Interactive Telecommunications

Beijing Institute of Fashion Technology | *Beijing, China* 09/2016 - 06/2020

BA in Industrial and Product Design

SKILLS

- 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