

EMILY JIANG

UX Designer / Design Strategist

I am a designer and strategist who is passionate about bridging the worlds of inquiry and possibilities. I immerse myself in users' stories, understanding their daily lives, and create functional and delightful experiences based on data.

CONTACT INFO

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EDUCATION

**Institute of Design,
Illinois Tech (IIT), Chicago**
Master of Design
2015-2017
Focus: User-centred Design,
Design Research,
Communication Design

**Tsinghua University,
Beijing**
B.A.
2011-2015
Major: Industrial Design,
Exhibition Design

SKILLS & QUALIFICATIONS

Software
Adobe Creative Suite,
Rhinoceros, Sketch, InVision
App, Figma, Adobe XD,
Procreate, Miro

Certificates
NIH Human Subject
Research; UIC's HIPAA
Training

Methods/Skills
Contextual research;
ethnographic research;
research planning;
brainstorming; information
architecture; user flows;
customer journey map

Organizations
Toastmasters Club, vice
president of membership

Award
Best Design Award of The
Formula E (elastic) challenge
at Art Center College of
Design 2014 (ACCD)

WORK EXPERIENCE

EPAM CONTINUUM

Design Strategist | 2021-present | Hong Kong

- Planned and executed qualitative primary research on projects to understand stakeholders and users.
- Facilitated the team through analysis and synthesis of research findings—testing and shaping insights through research; created descriptive and generative frameworks and customer journey maps that unlock future opportunity areas
- Presented and communicated clear and actionable learnings, insights and design implications to clients
- Planned and facilitated discovery workshop with 30+ stakeholders to align on visions, understand current processes and generate ideas, concepts or features that people want to embrace

UX Designer | 2017-2020 | Hong Kong

- Worked with international clients across the Asia Pacific Region, including large financial institutions, retail companies, multi-level marketing companies, top global luxury brands and automotive manufactures
- Created concepts, site maps, user flows, navigation strategies, information architecture, low-high fidelity screen designs, clickable prototypes and design systems; worked closely with business stakeholders, product owners, researchers developers, and BAs
- Led the planning and execution of usability testing
- Presented research findings and design work to internal team and clients

ORANJ ADVISOR (ACQUIRED BY SEI)

Design Intern | Jun 2016- Aug 2016 | Chicago

- Collaborated with developers, content analytics, and the project manager in an agile environment to build information architectures and clickable prototypes for the web and mobile solutions that help financial advisors better serve clients
- Led a user-centred research project on exploring future opportunities for financial advisors

PROJECT HIGHLIGHTS

Denso Future automotive experience & Strategy (2020)

- Conducted secondary trend research on autonomous driving and car experience
- Created 5 design principles and 8 concepts with illustrations and user journey

Burberry Experience Store Mini Programme (2020)

- Designed wireframes, screen flows, and high-fidelity designs of the app, including all the edge cases for a gamified loyalty programme
- Worked closely with the internal and 3rd party development team; guided the client in the development process

Chicago II: Interventions for Children with Asthma Research (2016)

- Conducted community-based needs research to identify resources, gaps in resources, and specific barriers to implementing evidence-based care. Updated and finalised an Asthma Care Implementation Program
- Carried out 7 key informant interviews, 3 site tours and 1 user-centred interview. Coded and analysed over 300 pages of data using the RE-AIM framework.
- Created an immersive environment and workshop to engage a diverse group of stakeholders to align activities with the needs of communities disproportionately affected by asthma.