

Kexin Jiang

UX | Product Designer

Experience

User Experience Designer

Freelance

Jan 2020 - Present

- Lead end-to-end user design and research efforts for client projects within an agile framework, uncovering pain points to drive the development of user-centric products that exceed expectations.
- Spearhead the creation and delivery of diverse design features across various platforms, emphasizing high visual appeal and aesthetics to ensure a seamless and engaging user experience.
- Ensure consistency with client's user experience and brand standards in mobile and web experience that lead to user-friendly interfaces for web and mobile applications, that are industry standard and visually pleasing in compliance with WCAG.

Sr. Product Designer | Contract

SQOR AI

Mar 2024 - Present

- Spearhead the design process for SQOR applications, websites, dashboards, and mobile applications, ensuring in the creation of intuitive and user-friendly interfaces.
- Contribute to the GTM effort design-wise, leveraging experience in product development and Product Lead Growth (PLG) strategies to enhance market presence and drive growth in the AI for BI market.

User Experience Designer II

Universal Studios

Jan 2023 - Jan 2024

- Designed and implemented comprehensive mobile-first designs within a user-centered framework, shaping pivotal decisions for Universal Resorts products, including user flows and the Universal global design system.
- Presented and defended design concepts and strategies to peers and stakeholders, effectively communicating design thinking and rationale through key milestone deliverables.
- Collaborated cross-functionally with developers, product/project teams, and stakeholders to deliver innovative design solutions, that achieved an increase of 25% in user adaption and retention across site and app visits.

User Experience Designer

Blackbaud Everfi

Jul 2022 - Jan 2023

- Designed and researched human-centered experiences that empower users to discover and achieve learning objectives that address challenges faced by their communities and/or workplaces.
- Developed a narration structure design system to facilitate seamless collaboration among designers, streamlining the design ideation process and enhancing teamwork efficiency.
- Leveraged artificial intelligence to categorize user perspectives, promoting inclusivity and accessibility by addressing user needs, while advocating for diverse user viewpoints and empathizing with their pain points.

Product Designer

DeFiner Labs

Mar 2022 - Jul 2022

- Collaborated with designers, product managers, and developers to define user needs in the DeFi app that led to increased app downloads and user retention by 10%.
- Created user flows, wireframes, low and high-fidelity prototypes, conducted user research and usability testing that streamlined team's design process.

Education

User Experience Design Certificate

Google Coursera UX Design

University of Rochester

Dual B.A. in Public Health and Anthropology | Minor in Biology

Details

Portfolio

kexinjiang.com

Email

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Linkedin

linkedin.com/in/kexinjiang-/

Skills

Design

Interaction Design

Mobile Design

Product Design

Rapid Prototyping

User Experience Design

User Interface Design

Visual Design

Web Design

Wireframing

Research

Information Architecture

Journey Mapping

Market Analysis

Usability Testing

User Interviews

User Testing

Tools

Adobe Creative Suite

Adobe Illustrator

Adobe Photoshop

Adobe XD

CSS

ChatGPT | AI

Figma

HTML

Invision

Jira

Sketch

UserTesting

Webflow