



SHUSHANA JIANG

shushanajiang.com

hello.shushana@gmail.com

WORK EXPERIENCE

Director of Product Design | Branding & Product Consultant

Carousel.io, NewAtlantis DAO, Canary Green

Jan 2022 - Present

- Conduct market and user research to support branding and product strategies.
- Oversee design OKR planning, resource management, and design + development collaboration.
- Hire and onboard creative team for web, mobile, tablet designs and marketing collaterals.
- Create stakeholder & investor presentations and reporting metrics on campaign/product KPI.

Director of UI/UX Design

Jones Lang LaSalle | Menlo Park, CA

September 2020 - December 2021

- Lead design team and coordinate deliverables for Jet AI mobile chatbot and web applications.
- Establish JLL design system for mobile, web, dashboard and chat components.
- Collaborate with data science and engineers to build machine learning models and intuitive B2B customer dashboards for JLL prop-tech product suite.
- Translate customer feedback and usability results into insights and actionable take-aways.

Head of UX & Product Design

Shana Creative Group | Mountain View, CA

December 2019 - September 2020

- Lead user research, UX and communication design strategy for clients across ecommerce, retail, automotive, microlearning and AR/VR industries.
- Identify user needs and experience gaps as well as product fit and marketing opportunities
- Oversee cross-platform user flows, information architecture, journey mapping and interaction design for mobile apps, websites, data insight dashboards.

Freelance - Sr. UX Designer, UX Consultant

Clients: BCG Digital Ventures, Amazon, Toyota/Lexus

August 2016 - March 2017, October 2018 - December 2019

- Collaborated with research, business, product and engineer teams to build experiences across mobile/web applications, websites, emails, dashboards and voice assistant interfaces.
- Engaged in client-facing, management and pitch initiatives, contributing to increase in business revenue, user growth and product customer satisfaction ratings.
- Conducted end-to-end UX audits and testing for digital health, mobility and eLearning companies.
- Supported Amazon Books launch in California by identified product gaps and experience optimization opportunities through in-depth user research and testing.

Associate Director, Experience Design

RAPP Agency (OMNICOM) | 5 U.S Offices

March 2017 - October 2018

- Led holistic customer experience journey and cross-channel experiences across client's digital ecosystem; clients include Toyota, McDonalds, PayPal, AARP and Bank of America.
- Collaborate with research and strategy team to drive behavioral change in customer's journey.
- Spearheaded RAPP UX transformation by introducing human-centric design methodologies and user testing into client and internal workflows, contributing to ~23% financial growth in digital user experience budget.
- Redesigned dynamic and personalized email templates by utilizing marketing data and machine learning automations; increased open rate of up to 20% and CTO of up to 8%.

SKILLS

User Interface & Experience Design
Product Strategy & Planning
Ecosystem Mapping
B2B & SaaS Applications
Omnichannel CRM Marketing
Mobile App Design & Development
Interactive Prototyping
Wireframing
User Research & Testing
Agile/Scrum Creative Management

SOFTWARES

Adobe Illustrator, Photoshop, XD,
InDesign and Premier
Sketch
Zeplin
UXPin
InVision Studio
HTML & CSS (Basic)
Python (Beginner)
UserTesting
UserZoom
Google Analytics & Firebase
Amplitude
MixPanel
App Annie
Atlassian JIRA
Redmine

ACCOMPLISHMENTS

2019

Sienna Safety

Toyota Mobility Hackathon Finalist

2018

Sparkler App

OpenIDEO Early Childhood
Innovation Prize

2015

Hyundai Genesis App

CES Best Car Tech Consumer App

EDUCATION

2008-2011

ART CENTER COLLEGE OF
DESIGN

BFA Advertising Program
Los Angeles, CA



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WORK EXPERIENCE (Cont.)

User Experience & Digital Strategy Consultant

Ekohe | Shanghai, CN | Tokyo, JP
October 2015 - August 2016

- Managed UX research, design and digital marketing strategy for clients based in N.A and EMEA.
- Consulted with clients on UI/UX design, product roadmaps and localization strategy.
- Performed field studies and usability tests as part of strategic product planning for fitness, education, fashion, fintech, and ecommerce companies.

UI/UX & Product Design Lead

Concannon Business Consulting | Los Angeles, CA
April 2013 - August 2015

- Led a team of 6 UI/UX designers to create highly complex information architecture, wireframes, user flows and prototypes to streamline cross-platform experiences.
- Developed and evolved the Hyundai Blue Link and Genesis Intelligence Engine product roadmap and feature requirements for mobile/tablet app and in-vehicle interfaces.
- Oversaw Blue Link and Genesis application analytics; managed user reviews and report on application KPI's; app ratings improved from 1.5 stars to 4.0+ stars.

Art Director

branDNAInc Agency | Los Angeles, CA
October 2012 - April 2013

- Created visuals and storyboards for multi-media marketing designs and branding campaigns.
- Collaborated with business strategists and account managers on campaign design deliverables and managed performance metrics across various marketing channels.
- Designed digital, print and trade-show marketing materials.

Junior Art Director

SPARKS Agency | Shanghai, China
March 2011 - September 2012

- Supported Creative Director with art direction, campaign execution and photoshoots.
- Designed websites, e-banners and mobile ads for Hermès, Benefit, Sephora and Wacoal
- Created visual designs, banner ads, photo retouch, and look-books.
Translated brand messaging and package design labels for local Chinese consumers.

Graphic Designer

Royal Business Bank | Los Angeles, CA
March 2009 - February 2011

- Work directly with C-level leads and Creative Director to create creative marketing collaterals.
- Design financial reports, internal communications and outgoing newsletters.
- Collaborate with marketing and product team to launch a new digital banking website and app to increase digital transactions and improve customer experience.

Freelance Visual Designer

Maxi-Matic | Los Angeles, CA
May 2007 - February 2009

- Assisted Maxi-Matic Art Director with digital advertisements, packaging and website designs.
- Built and designed packaging templates, print ads and digital catalogs.

INTERESTS

Startup Growth Strategy
Personalized UX Designs
Data Science
A.I. For Good
Augmented Reality
UX Mentorship
Public Speaking
Interactive Digital Retail
Social Good Marketing

PASSIONS

Solo Travel
Self-learning
Sailing
Behavioral Psychology
Corgis
Experiential Reality
Learning International Cuisines

LANGUAGES

English - Native
Mandarin - Fluent
Spanish - Intermediate