

# Shushana (Susan) Jiang

## USER EXPERIENCE (UX) & PRODUCT DIRECTOR

### WORK EXPERIENCE

#### Freelance Experience Design & Product Director

Clients: BCG Digital Ventures, Amazon, Concannon Business Consulting, Toyota/Lexus

August 2016 - Present

- Lead UX & product teams to design & test applications, websites, emails, and analytic dashboards.
- Create engaging end-to-end experiences and visual design for digital health, telematics, travel and hospitality, and e-commerce companies.
- Identify user pain-points, product gaps and optimization opportunities through user research and testing (A/B, multi-variate, usability tests, eyetracking, timed tasks).

#### RAPP CXM Agency (Omnicom Group)

Associate Director, Experience Design | Los Angeles, USA

March 2017 - October 2018

- Lead RAPP UX transformation by introducing new design (Sketch), prototype (Invision) and user testing (UserZoom) tools to internal workflow and account budget
- Develop monthly Human-Centric Design workshops and hackathons to train creative and UX teams
- Create personalized and dynamic websites, emails, and mobile campaigns for AARP, McDonalds, Toyota, and PayPal.
- Manage resources and deliverables for team of 6 UI/UX designers across 3 RAPP offices
- Leverage customer data, machine learning algorithms, and user testing insights to increase AARP enrollment/renewals, McDonald's mobile orders, and Toyota brand loyalty.

#### WanderKit

Co-Founder & Product Owner

October 2016 - Present

- Lead product planning, design, and marketing initiatives across all WanderKit channels (online/experiential).
- Manage global team of strategists, designers, and developers in a high paced agile and lean environment.
- Collaborate with business partners and advisors to optimize mobile application and analytics dashboard.
- Design travel-specific customer journeys and marketing content by leveraging A.I. & M.L. algorithms.

#### EKOHE

UX & Digital Strategy Consultant | Shanghai, China

October 2015 - August 2016

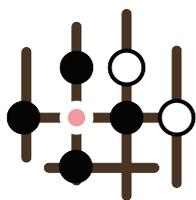
- Lead UX research, visual design, and digital marketing strategy for clients based in China, U.S. and E.U..
- Design application and website architecture, user flows, and wireframes for Ruby on Rails products.
- Advise international clients on UI/UX design, product strategy, and Chinese social marketing.
- Provide mobile strategy and UI/UX design for fitness, education, fashion, finance, and ecommerce platforms.

#### Concannon Business Consulting

UX Design & Product Lead | Los Angeles, USA

April 2013 - August 2015, November 2018 - Present

- Collaborate with automotive OEMs to design integrated connected car experiences.
- Lead U.S. UI/UX designers and China developers to create build Hyundai Blue Link App and Genesis App
- Design driver centric AR/VR experiences across mobile, web, in-vehicle, and wearable devices.
- Oversee application Google and Apple analytics; manage user reviews and report on application KPI's.



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## WORK EXPERIENCE

### Union Nation Hotel

Freelance Brand Strategy & Design Consultant | Fuzhou, China

June 2013 - December 2014

- Create luxury travel campaigns for Union Nation Hotel's rebrand on web and Wechat platform.
- Design new brand identity, booking website, and promotional materials.
- Assist GM and Executive Business Manager in business and marketing campaigns.
- Design wireframes and graphic visual elements for hotel's new responsive booking website.

### brandDNAinc

Freelance Digital Art Director | Los Angeles, USA

October 2012 - April 2013

- Create visual and storyboards for multi-media marketing designs and branding campaigns.
- Collaborate with Brand Strategists and Account Managers on campaign design deliverables and manage performance metrics across various customer channels (web, mobile, paid search, ads).
- Lead team of graphic designers, photographers, and animators to create omnichannel campaigns.

### Sparks Advertising Agency

Jr. Art Director | Shanghai, China

March 2011 - October 2012

- Support Creative Director with art direction, photo-shoots, campaign concepts and client pitches
- Create interactive graphic designs, banner ads, photo retouch, and digital mockups
- Translate product requirements, copy, and package design labels for local Chinese consumers
- Design in-store display, mobile app, and web concepts for Hermès, Benefit, Sephora, Salute, and Wacoal.

## EDUCATION

### Art Center College of Design

BFA - Advertising

## AWARDS

2018 OpenIDEO Early Childhood Innovation Prize - Sparkler/Mindful App

2015 Best Car Tech at CES by TechRadar - Hyundai BlueLink Best Consumer App

## VOLUNTEER

Open Data Science Conference - Los Angeles Co-Organizer

UXLA - Mentor, Speaker, Event Coordinator

Spacepost Labs - Interactive Gallery Curator, Web/Social Design, Event Organizer

## SOFTWARES

