JESSIE LIAN

Experience Designer | Data Storyteller | Creative Problem-Solver

PORTFOLIO
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UX PRACTICES

User Research
Persona Creation
Competitive Analysis
Comparative Evaluation
Data Analysis
Data Visualization
Task Analysis
Information Architecture
User Flows
Prototyping
Usability Testing
Interface Design
Storytelling
Copywriting
Vector Illustration
Service Strategy & Design
Design Systems

DESIGN TOOLS

Figma
Sketch App
Axure RP
InVision
Principle
Webflow

LIGHT THE WAY.

EDUCATION

General Assembly, Atlanta, GA | February 2017
User Experience Design Immersive Program

The University of Georgia, Honors Program | December 2014
B.B.A in Management Information Systems & International Business
Minor: Chinese Language and Literature

EXPERIENCE

Experience Designer, Radical Design Co. | April 2020 - Present
I work with a small, agile, and amazing team to rethink & redesign clients' digital experiences. I work on both big-picture strategy as well as the tactical & beautiful details, while keeping the mission and end users at the forefront.

Senior UX Designer, Axis Group | April 2017 - April 2020
As a part of the Visual Analytics team, I help clients turn data into action through custom-tailored design & guided analytics, utilizing UI, UX, and data visualization best practices to lead users to insight and action.

- Worked on 20+ projects across a varying number of industries and domains, including sales, procurement, portfolio health, project management, manufacturing, fraud, and marketing. Conducted all parts of Axis' design process, from user interviews to persona creation, mockup creation to prototyping.
- Developed a design methodology with the team to ensure consistent & quality delivery to Axis' customers
- Helped create the company's data visualization design system by defining the visual guidelines and designing the individual UI & chart components
- Helped create an interactive design workshop that has now been integrated into all consultants' training path

UX Designer, Georgia Aquarium | Jan 2017
In a team of three, designed a dive logging app that complements the flow of the dive user while also capture the necessary safety data. Our stakeholder told us with wide eyes and a huge grin, "I kept trying to find something wrong with it- something I could poke holes in- but I couldn't. I got goosebumps."

Technology Consultant, Protiviti | 2014 - 2016
Performed analyses in Excel and Access to both quantify and reduce the financial risk associated with fraudulent activity within clients' IT systems. Worked in teams to redesign clients' SAP security architecture. Participated in office committees, initiating a volunteer event with Upwardly Global and relaunching the office's Green Team.

Research Assistant, University of Georgia MIS Department | 2013 - 2014
Conducted interviews and literature reviews to help publish an introductory paper for the 2015 AMCIS conference (Americas Conference on Information Systems) on sustainability, business, and information systems.