(Jiahuang) Jenny Weng

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Experience

Yelp | Product Design Lead (Contract)   Jan 2024 - May 2024

- Developed 3 design systems and 18 graphic design templates to create distinct visual identities for Yelp's brand verticals (local businesses, stakeholder brands, consumers) while solidifying a brand personality.
- Designed 4 detailed video concept storyboards and conducted 21 A/B testing sessions for performance marketing of Yelp's home services, repositioning Yelp as an everyday lifestyle tool beyond food reviews.
- Led 6 multidisciplinary consultants in weekly project meetings, developed timelines and assignments, delivered HCD workshops, and collected bi-weekly client feedback from Yelp's Head of Creative Marketing.

Meta | Product Design Lead (Contract)   Aug 2023 - Dec 2023

- Led end-to-end design of 4 UI/UX modules for the Meta Family Center website, focusing on audience diversity, clarity of supervision features, & credibility; various recommendations now live on MFC website.
- Reimagined Meta Family Center beyond traditional family dynamics through product design & strategy, and user research (300+ survey responses, 8 usability testing sessions, competitor & sentiment analysis).

Spoak | Product Designer (Contract)   Jan 2023 - May 2023

- Designed 3 AR-based UI/UX features (adjustable wall mapping, AI-assisted furniture labeling, and a layers-based magic eraser) for users to digitally visualize interior design changes, boosting product NPS by 53%.
- Collaborated cross-functionally (8 engineers, 2 product managers) for iteration & full-stack development.

Waymo | Product Design Consultant   Jan 2023 - May 2023

- Improved brand differentiation by creating a passenger UX feature (interactive infotainment system synced to physical vehicle settings) with customizable modes for tailored & functional ride experiences.

The Daily Californian | Lead Digital Designer   Jan 2022 - Dec 2022

- Crafted a streamlined high-fidelity mobile app prototype for UC Berkeley's official newspaper with 330K+ monthly readers; designed 8 main screens including a home feed, filterable explore page, and for you page.

Yogurtland | Design Consultant   Aug 2022 - Dec 2022

- Developed 4 marketing campaign proposals targeting youth creativity, cultural awareness, and sustainability; designed themed assets including coupon & signage mockups, playbill ads, and posters.

Leadership & Involvements

Web Development at Berkeley | Vice President of Design   Jan 2023 - Present

- Overseeing 8 product designers building web apps for 4 clients, assisting with handoff to developers, and hosting weekly design critiques & workshops on advanced Figma techniques & industry design guidelines.

Undergraduate Marketing Association | External Vice President   Aug 2022 - Present

- Facilitating corporate relationships and alumni networking events, coordinating professional development workshops, and organizing cross-campus collaborations for 40+ strategy, events, & design consultants.

Berkeley Innovation | Design Consultant   Jan 2024 - Present

- Crafting innovative, human-centered design solutions with Berkeley's longest-running design consultancy.

Academic Research

Cultural Linguistics & Visual Personification   Jun 2023 - Aug 2023

- Developed 21-page research paper at the University of Oxford under supervision of an Art History lecturer.
- Explored the impact of linguistic phenomena such as grammatical gender and regional figures of speech in influencing the way artists across diverse languages personify human experiences in their paintings.

Education

UC Berkeley

Cognitive Science B.A
Data Science B.A. with Domain Emphasis in Economics
GPA: 3.902 / 4.000
Expected May 2025

Recognitions

Berkeley Certificate in Design Innovation, UC Berkeley College of Engineering

First Place, Haas School of Business Equitable Design Competition

Skills

Tools

Figma, Adobe Creative Suite, Webflow, Procreate, Scheme, Git, Python, Java, SQL, MongoDB, HTML, CSS

Design

UI/UX Design, Prototyping, User Flows, Information Architecture, Design Systems, Storytelling, Handoff, Product Strategy, Interaction Design, Design Strategy, Wireframing, WCAG (Accessible Design), Product Thinking, Brand Strategy

User Research

Usability Testing, A/B Testing, Market Research, User Surveys/Interviews, User Personas, Competitor Analysis, Data Analytics, Data Visualizations

Visual

Visual Design, Branding, Packaging Design, Poster Design

Other Skills

Microsoft Office Suite, Project Management, Cross-Functional Communication & Collaboration