

# JESSIE YAO

## EDUCATION

### Parsons School of Design

MPS | Communication Design

August 2019 – May 2020

### Cornell Tech

Visiting Student | Product & Startup Studio Collaboration

August 2019 – May 2020

### Parsons School of Design

BFA | Communication Design

August 2014 – May 2018

## SKILLS

### Design & Research

Branding, Digital Advertising, Illustration, Packaging, Print, Presentation, Marketing Strategy, User Experience Design, User Interface Design,

### Tools

Adobe Creative Suite (After Effects, Illustrator, Indesign, Photoshop, Premier Pro), Figma

### Coding

Claude Code, HTML, CSS, Javascript

### Languages

English, Chinese

## SPEAKING & INVOLVEMENT

Guest lecturer at

**Harvard Business School**

January 2022

Panelist at **Re/Active Image**

February 2019

## EXPERIENCE

### UX Strategy & Experimentation Lead at Spark No. 9

March 2021 – Present

At Spark No. 9, I lead the team in all things UI/UX. From developing innovative new digital products to A/B/C (D/E/F...) testing on landing pages, I work across industries with a talented multidisciplinary team to translate business strategy into seamless user experiences.

- Create multiple, distinct, parallel customer experiences for new and repositioned products
- Collaborate with strategy and data teams to develop tests for each stage of customer interaction
- Develop creative strategy using behavior data collected through testing
- Design and build user-centric landing pages that support testing goals
- Communicate design strategy to clients, address feedback, deliver testing insights and go-forward campaign recommendations

### Graphic Designer at Related Garments

October 2020 – March 2021

- Developed branding guidelines for clients
- Designed product packaging and produced files for production
- Created advertising materials for print and digital use
- Supported marketing team with digital assets for social media campaigns, paid advertising, and email marketing

### Graphic Designer at SLM & Attaché-Moi Parfums

May 2016 – January 2018

- Designed product packaging for fragrances and home goods
- Created a unique e-commerce website using Squarespace focused on personalization and storytelling
- Designed printed sales materials and gifts for department store counters
- Developed campaigns for social media and email marketing
- Created staging for pop-up at The Pierre Hotel

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See my work: [jessieyao.com](http://jessieyao.com)