

RECENT EXPERIENCE

User Experience Designer — Cboe Global Markets

Sep 2024 - Present

- Design end-to-end user experiences for projects spanning internal business teams and external clients, uncovering pain points and translating complex financial workflows into intuitive, WCAG-compliant user-centered solutions.
- Identify opportunities for improved user experience across legacy products and processes, catalyzing the initiation of new design-led projects to modernize outdated interfaces and workflows.
- Contribute to the Cboe design system and component libraries, applying agentic AI tooling to component specification and documentation to support scalable, consistent design across teams.
- Collaborate cross-functionally with teams to optimize the user journey, resulting in a **20%** increase in customer satisfaction ratings.
- Plan and conduct user research and stakeholder interviews, translating findings into prioritized design decisions and tracked UX benchmarks/KPIs that drove a **30%** increase in user retention and engagement.

Lead User Experience Designer — KEJIA Design

Jan 2020 - Present

- Lead end-to-end user design and research efforts for **10+** client projects within an agile framework, uncovering pain points to drive the development of user-centric products that exceed expectations.
- Ensure brand and UX consistency across mobile and web platforms, developing WCAG-compliant, visually appealing, and user-friendly interfaces.
- Collaborate with **15+** cross-functional teams to optimize the user journey, resulting in a **20%** increase in customer satisfaction ratings.
- Conduct user research and usability testing, driving a **25%** improvement in user retention and engagement rates.

User Experience Designer II — Universal Studios

Jan 2023 - Mar 2024

- Developed a scalable design system, enhancing consistency across products and reducing design time by **15%**.
- Designed and implemented comprehensive mobile-first designs within a user-centered framework, shaping pivotal decisions for Universal Resorts products, including user flows and the Universal global design system.
- Presented and defended design concepts and strategies to peers and stakeholders, effectively communicating design thinking and rationale through key milestone deliverables.
- Collaborated cross-functionally with developers, product/project teams, and stakeholders to deliver innovative design solutions that achieved an increase of **25%** in user adaption and retention across site and app visits.
- Conducted user research and A/B testing, leading to a **30%** increase in feature adoption and overall user engagement.

User Experience Designer — Blackbaud Everfi

Jul 2022 - Jan 2023

- Designed and researched human-centered experiences that empower users to discover and achieve learning objectives that address challenges faced by their communities and/or workplaces.
- Developed a structural design system to facilitate seamless collaboration among **10+** product teams, streamlining the design ideation process and enhancing teamwork efficiency, resulting in a **15%** increase in productivity.
- Leveraged artificial intelligence to categorize user perspectives, promoting inclusivity and accessibility by addressing user needs, while advocating for diverse user viewpoints and empathizing with their pain points in design work.
- Conducted usability testing and user feedback sessions, resulting in a **20%** improvement in the overall user experience.
- Created interactive prototypes and wireframes, leading to a **25%** reduction in development time.

Product Designer — DeFiner Labs

Mar 2022 - Jul 2022

- Collaborated with designers, product managers, and developers to define user needs in the DeFi app which led to increased app downloads and user retention by **10%**.

DETAILS

Portfolio

kexinjiang.com

Email

kexinxjiang@gmail.com

LinkedIn

linkedin.com/in/kexinjiang-

EDUCATION

Northwestern University

Masters in Health Informatics

University of Rochester

Dual B.A. in Public Health and Anthropology | Minor in Biology

SKILLS

Design

Interaction Design
Mobile Design
Product Design
Rapid Prototyping
User Experience Design
User Interface Design
Visual Design
Web Design
Wireframing

Research

Information Architecture
Journey Mapping
Market Analysis
Usability Testing
User Interviews
User Testing

TOOLS

Adobe Creative Suite
Adobe Illustrator
Adobe Photoshop
Adobe XD
CSS
ChatGPT | AI
Claude
Figma
Framer
HTML
Jira
Sketch
UserTesting
Webflow