

Jessica Chiu

UX/UI DESIGNER


✉ jcchiu4@gmail.com jess-chiu.com [in chiu-jessica](https://www.linkedin.com/in/chiu-jessica)

EXPERIENCE

UX Designer (Contract)  Azeulead  Jun. 2024 - Aug. 2024

- Developed and launched a start-up website using Webflow, ensuring WCAG 2.2AA accessibility standards and responsive functionality across various devices and screen sizes
- Facilitated client workshops to define scope and priorities, leading to more efficient feedback cycles
- Built a design system to streamline updates and maintain visual consistency

Summary: Strengthened the company’s digital presence by conducting client discovery sessions and usability testing to inform a responsive, accessible Webflow website, reducing delivery time by 20%

UX Designer Volunteer  Group for the East End  Jan. 2023 - May 2023

- Orchestrated field research at nature preserves, interviewing and observing 30+ users and stakeholders
- Designed and launched a virtual tour feature to extend accessibility for remote audiences
- Created multimedia learning assets, including audio edits and animated graphics, to enhance educational outreach

Summary: Translated user insights into accessible digital experiences that increased community engagement

LX Designer Intern  HMH Learning Technology  Jun. 2022 - Aug. 2022

- Conducted usability reviews and refined multimedia content to improve student interactions with digital curriculum
- Streamlined QA documentation workflows in OneCMS, Excel, and Airtable, improving efficiency by 25%
- Collaborated with an Agile team to design eLearning modules aligned with TEKS standards

Summary: Improved the usability of curriculum products while strengthening internal research and QA processes

Product Designer Volunteer  Spark Project  Jan. 2022 - May 2022

- Boosted student engagement by conducting competitive analysis and gathering user feedback to inform user journeys, prototypes, and social media strategies, connecting 350+ students across campus
- Developed user journey road maps, wireframes, and high-fidelity prototypes to guide design process
- Increased social media presence by 17% with the marketing team by conducting competitive analysis and promoting engaging contents on Instagram and TikTok

Summary: Combined research and design to increase student adoption, growing engagement by 17% and fostering connections for 350+ users



SKILLS

User Interviews & Field Studies
Usability Testing
Prototyping
Persona Development & Journey Mapping
Information Architecture
Stakeholder Communication
Collaboration in Agile Environments

TOOLS

Figma, Figjam, Usertesting, Photoshop, Illustrator, Blender, Whimsical, Google Analytics

EDUCATION

B.S. in Information Systems specialized in Digital Media
 Stony Brook University  2019 - 2023