

Lia Jiang

Product Designer | UX/UI Designer

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EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

SAVANNAH, GA | 03/2019 - 05/2021

M.A. Design Management

CHINA ACADEMY OF ART

HANGZHOU, CHINA | 09/2005 - 07/2010

B.A. Public Space Art

SKILLS

Tools

Figma
Sketch
HTML & CSS
FigJam
Miro
Adobe Creative Suite
Keynote

Design

Design Research
Design Strategy
Design Thinking
Storytelling
User Interface
Web Design
Mobile Design
Graphic Design
Interaction Design
Scenario Design
Wireframing
Prototyping
Design System
Usability Testing

Platform

WordPress
Squarespace
Pendo
Maze

CERTIFICATION

Smart Interface Design Patterns — UX Training
(Vitaly Friedman, Smashing Magazine) | Oct–Nov
2025

LANGUAGES

English
Mandarin

WORK EXPERIENCE

ACS Technologies | United States | Nov 2021 - Present

UX Designer (Full-Time)

- **Customer journey mapping + funnel optimization:** Mapped end-to-end user journeys and translated user needs into **Figma flows, wireframes, prototypes, and presentations** to reduce drop-offs and improve task completion across web-based SaaS platforms.
- **Research + usability testing:** Planned and supported **user research and usability testing** (from planning to reporting), synthesizing insights into actionable iterations and testable hypotheses for future releases.
- **0→1 launch (conversion-style outcome):** Led discovery → IA → interaction design → validation for Group Life, launched **May 2025** to **~150 organizations / ~130,000 users**; improved the “create a group” funnel and increased group creation rate +37% within 1–2 months post-launch.
- **Competitive research + usability-driven redesign:** Benchmarked comparable batch management/check review workflows and synthesized findings with user feedback to simplify decision points and improve clarity for **MinistryPlatform – Batch Management**; reduced time-on-task **~6 min → ~2 min (–67%)**, increased usage **+46%**, and reduced related support tickets **–78%** post-launch.
- **End-to-end registration journey (in development):** Co-led Go Method Mission Trip setup + registration journey across desktop + mobile, covering **public listing → sign-up/in → add/remove applicants → tasks → review & payment**, and **setup configuration** (trip details, payment & CHMS settings, member type & cost, requirements, review) to support scalable releases and reduce funnel drop-offs.
- **Cross-functional delivery (Agile):** Partnered with engineering and product teams to define UX scope, clarify edge cases/acceptance criteria, and deliver dev-ready specs with high quality and on-time execution.

Self-employed | United States | Nov 2021 - Present

UX/UI Freelancer (Part-Time)

- Independently delivered 4 web/mobile UX projects (avg. **~2 months/project**) from discovery and user flows to prototypes, usability testing, and developer-ready handoff.
- Collaborated directly with clients to optimize key funnels tied to measurable goals—improving **order conversion, user engagement, new customer acquisition, and site traffic** through iterative prototyping and structured feedback loops.
- Produced accessible UI patterns, style guides, and reusable components to ensure consistency and smoother implementation across responsive web and mobile experiences.