Lia Jiang

UX/UI Designer

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WORK EXPERIENCES

2021 - Present

ACS Technologies
United States
Full-Time

UX Designer

Owned projects across multiple Church Management Software products in ACST company. Collaborated with business and technology teams across ACST. Developed design ideas with sketches, wireframes, interactive prototypes and visual elements, and communicated UX vision to executives to influence the best experience for church staffs and congregants. Solve user problems and leverage technologies to empower business success.

- Increased new sign-ups on LifeApps by 220%, and existing user login frequency has surged by over 400%.
- Improved the current users' satisfaction by 33% in 6 months.
- Enhanced privacy settings for Realm, resulting in a 60% decrease in user concerns and complaints about privacy and security.
- Designed large-scale systems and applications for church staffs, group leaders and congregants (profiles, events, sign-ups, relationships, settings, maps, AI generator...).
- Applied instructional design principles to optimize user experiences for both short-term and long-term objectives.
- Set UX outcomes to ensure that UX strategies and solutions effectively solve the right problems.
- Harmonized design, technology, and business to maximize user satisfaction.
- Crafted user-centered designs by integrating market analysis, data, customer feedback, user research, and technical considerations.
- Developed illustrations, prototypes, high-fidelity mockups, and interaction specifications aligned with business requirements and user needs.
- Efficiently created workflows, wireframes, and prototypes to quickly conceptualize new products and features.
- Streamlined complex processes into intuitive user experiences through accessible and consistently designed UI.
- Presented design ideas to business, design teams, developers, and leadership, leveraging UX metrics, behavioral data, quantitative research, and usability/validation testing results to support UX initiatives.
- Implemented feedback loops such as user testing and customer feedback surveys to continuously optimize designs based on data-driven analysis.
- Made significant contributions to building and maintaining design systems for multiple products.

WORK EXPERIENCES
continued

2020 - 2021

Self-employed
United States
Part-Time

Product Designer

As a freelance designer, created custom web and mobile applications for clients across various industries such as Printing company, MCN organization, architectural studio, and non-profit organizations. Consistently championed a collaborative, user-centered design process within my domain, serving as the UX advocate to shape product and design strategies. Utilized quantitative data and qualitative feedback to drive iterative design decisions.

- Leveraged user research to extract key insights and effectively communicate findings to cross-functional teams, driving design decisions and ultimately delivering user-centered solutions.
- Used qualitative data analysis techniques to create personas, user journey maps, and empathy maps that informed the design of user-centered experiences.
- Employed a scenario-driven approach to ideation, rapidly iterating on design concepts and soliciting feedback from users and stakeholders to refine and improve solutions.
- Utilized wireframing and prototyping tools to create detailed and interactive mockups of web and mobile applications, collaborating with stakeholders to ensure optimal functionality and user experience.
- Administered and analyzed results from usability tests to optimize product design.
- Developed and maintained a comprehensive style guide and design assets for high accessibility and managed interface design.

EDUCATION

M.A. Design Management

Savannah College of Art and Design
03/2019 - 05/2021

B.A. Public Space Art

China Academy of Art
09/2005 - 07/2010

SKILLS

Tools
Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator

UX/UI Design
Design Thinking, User Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Design System

Platform
WordPress, Squarespace

Code
HTML / CSS