

JIAOJIAO SONG

Product Designer

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EXPERIENCE

Roostify

San Francisco, CA

Senior Product Designer

Oct 2020 - Present

Product Designer

Apr 2019 - Sept 2020

Leading the end-to-end design process of both consumer and business-facing initiatives across web and mobile.

Shipped the Automated Conditional Approval product that allows consumers to obtain a pre-approval letter within seconds of requests.

Shipped the new Credit Services product that allows lenders to make informed decisions at the time of application and reduce time-to-close cycles.

Building the design system through creating scalable design patterns, component guidelines, and iconography to power the core product.

Edmentumn

Pittsburgh, PA

Product Designer

Jan 2018 - Aug 2018

Designed a data dashboard that helps teachers quickly access and interpret their student data to make better-informed teaching decisions.

Led the qualitative research, interaction design and design sprints.

Microsoft Research Asia

Beijing, China

Designer

Oct 2016 - Apr 2017

Designed a data visualization authoring tool in PowerBI to help non-experts create data videos.

Developed hi-fidelity prototypes and delivered the product demo in collaboration with the engineer.

Designed the animation library in After Effects to support data-driven storytelling.

The Design Lab, UC San Diego

San Diego, CA

Design Intern

Jun 2016 - Sept 2016

Designed and prototyped a learner certification in Mooqita.com to improve the career prospects of online students.

Conducted an A/B testing and analyzed the effectiveness of the design using R.

EDUCATION

Carnegie Mellon University

M.S. in Human-Computer Interaction Institute

2017 - 2018

Huazhong University of Sci & Tech

B.S. in Management Information Systems

2013 - 2017

SKILLS

Interaction Design	Figma
Prototyping	Sketch
Illustration	Adobe Creative Suite
Motion Design	Principle
Design System	React/Redux
Iconography	Javascript
Service Blueprinting	HTML/CSS
Usability Testing	Python
Interview/Survey	D3.js
Data Analytics	

PUBLICATION

Critique Style Guide: Improving Crowdsourced Design Feedback with a Natural Language Model. Markus Krause, Thomas Garncarz, Jiaojiao Song, Elizabeth Gerber, Brian Bailey, Steven Dow.

ACM SIGCHI 2017