Jiangning (Katya) Lian

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EDUCATION

Boston University   **Boston, MA**
Master of Arts in Emerging Media Studies (STEM Eligible) | GPA: 4.0/4.0   *Dec 2024*
Relevant Course: *User-Producers 2.0: Developing Interactivity; Trending Insights-Social Data Analysis and Visualization*

Beijing Normal - Hong Kong Baptist University   **Zhuhai, China**
Bachelor of Arts (Honors) in Public Relations and Advertising | GPA: 3.71/4.0   *Jun 2023*
Relevant Course: *Human-Computer Interaction; Media & Event Planning*

PROFESSIONAL EXPERIENCE

FrogHire.ai   **Pittsburgh, PA (Remote)**
UX/UI Designer   *Oct 2024 – Present*
- Increased user base by **10K+** in 5 months by leading 10+ redesigns for Chrome extension; built 100+ **Figma** prototypes
- Enhanced user experience by 23% through 30+ user interviews via Zoom and A/B testing page layout using **Google Analytics**
- Designed 15+ brand assets in **Adobe Creative Suite** that supported a successful product relaunch

Aloega   **Boston, MA (Remote)**
Marketing Intern   *Jun 2024 – Oct 2024*
- Boosted users' engagement by **200%** by rewriting blockchain messaging to align with audiences across social channels
- Grew social following by **1,000+** through Medium content and daily posts across Twitter, Facebook, and Instagram
- Led stakeholder interviews and competitive analyses to define brand voice and UX tone

NAUSICAA NYC   **New York, NY (Remote)**
UX/UI Designer   *Sep 2023 – Dec 2023*
- Led NAUSICAA NYC's first web redesign using **WordPress** to improve content flow, reducing navigation drop-off on key pages
- Conducted 18 **user interviews** and developed **6 personas** to identify friction points and improve user engagement
- Ran **A/B tests** with a **focus group** on web structure and CTAs; suggested 4 final UX updates to increase scroll depth and CTA clicks

MSLGROUP   **Shanghai, China**
Public Relations Intern   *Jun 2022 – Sep 2022*
- **Pitched 15+ KOLs** and **celebrities** for PR campaigns, aligning brand image with product vision and campaign goals
- **Wrote and scheduled** 40+ **social media posts** across Weibo and Rednote, coordinating with team calendars and launch timelines
- Coordinated backstage logistics for PUMA Kids Fashion Show (200+ attendees) and wrote social media copy
- Conducted **30+ competitor analyses** to inform brand positioning, refine pitch angles, media placements

Saatchi & Saatchi   **Shanghai, China**
Account Executive Intern   *Jun 2021 – Sep 2021*
- Coordinated release of **4 cross-platform media campaigns** to strengthen public visibility
- Developed **20+ creative briefs** to align messaging and execution between internal art team and external vendors
- Supported development of **3 commercial video scripts**, incorporating **17 rounds of client feedback** to enhance brand alignment and storytelling impact

ACADEMIC PROJECTS & ACHIEVEMENTS

AI-Driven Social Media Analysis of HPV Vaccine Discourse (ICA 2025)   *Jan 2024 – Present*
- Built **GPT-4 tweet classification pipeline** using Health Belief Model; achieved $\alpha = 0.96$ intercoder reliability
- **Engineered few-shot prompts** to auto-label behavioral signals, reducing human coding time by 80%
- Analyzed 5,575 tweets in **R** to track sentiment trends around HPV vaccines

Exploring Donor Intentions and Digital Fundraising Strategies for NGOs   *Jan 2024 – Jun 2024*
- Surveyed 36 NGO partners and analyzed donor behavior using **SPSS** and **AMOS**
- Identified 7 message strategies that boosted intent to donate and improved e-newsletter engagement
- Proposed 4 design changes to reduce checkout drop-off and streamline donation flow

SKILLS

- **UX/UI Design**: Figma, Adobe Creative Suite (Photoshop, Illustrator, Animate, InDesign), Canva, CapCut, Wireframing, Prototyping, User Flows, A/B Testing, Usability Testing, Persona Development
- **Analytics & Research**: Google Analytics, Meltwater, R, SPSS (AMOS, Hayes), Gephi
- **Web & Content Platforms**: HTML/CSS, WordPress, Mailchimp, Press Release, Business Writing
- **Productivity & Collaboration**: Microsoft Word, Excel, PowerPoint, Outlook, Notion, Asana