

# Jiangning (Katya) Lian

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## EDUCATION

### Boston University

Master of Arts in Emerging Media Studies (STEM Eligible) | GPA: 4.0/4.0

Boston, MA

Dec 2024

**Relevant Course:** User-Producers 2.0: Developing Interactivity; Trending Insights-Social Data Analysis and Visualization

### Beijing Normal - Hong Kong Baptist University

Bachelor of Arts (Honors) in Public Relations and Advertising | GPA: 3.71/4.0

Zhuhai, China

Jun 2023

**Relevant Course:** Human-Computer Interaction; Media & Event Planning

## PROFESSIONAL EXPERIENCE

### FrogHire.ai

UX/UI Designer

Pittsburgh, PA (Remote)

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

Marketing Intern

Boston, MA (Remote)

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

UX/UI Designer

New York, NY (Remote)

Sep 2023 – Dec 2024

- 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

Public Relations Intern

Shanghai, China

Jun 2022 – Sep 2022

- Compiled monthly **PR/CSR reports** for UGG using **Excel** and **PowerPoint**, shaping quarterly executive strategy
- 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

Account Executive Intern

Shanghai, China

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

## 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, Medium, Twitter, Instagram, Mailchimp
- **Productivity & Collaboration:** Microsoft Word, Excel, PowerPoint, Outlook, Notion, Asana