

# Jiangning (Katya) Lian

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## SUMMARY

UI/UX Designer with end-to-end experience across **product design, user research, interaction design, usability testing, analytics, and front-end implementation**, supporting both **B2C** and **B2B** platforms. Experienced in **design systems, accessibility-aware design, A/B testing, and data-driven UX optimization** for web applications, CMS-based websites, and Chrome extensions used by **100K+ users**. Strong cross-functional collaborator working with product managers, engineers, marketers, and business stakeholders to translate user needs and business goals into scalable, intuitive digital experiences.

## PROFESSIONAL EXPERIENCE

### FrogHire.ai

Boston, MA

UI/UX Designer

Oct 2024 – Present

- Led UX and UI design across **30+ web and Chrome extension feature redesigns**, supporting platform growth to **100K+ active users**
- Produced **200+ Figma deliverables**, including wireframes, high-fidelity prototypes, and reusable components
- Re-architected user flows using **Google Analytics, usability testing**, and **40+ user interviews**, improving engagement metrics by 23%
- Produced 30+ marketing assets using **Photoshop, Illustrator**, and **InDesign** for campaigns, increasing 40% in user acquisition
- Led **WCAG 2.1 AA accessibility compliance updates** for university-facing FrogHire.ai interfaces
- Developing **10+ modular HTML/CSS templates** for **Mailchimp** for product updates, pricing communications, and onboarding

### Aloega

Boston, MA

Marketing Specialist

Jun 2024 – Oct 2024

- Owned **content planning and execution** across **Medium, X, Facebook, and Instagram**, growing the audience by **1,000+ users**
- Conducted **10+ competitor and market analyses** to inform positioning and content strategy
- **Designed and tested content variations** to optimize clarity, reach, and engagement

### NAUSICAA NYC

New York, NY

UI/UX Designer

Sep 2023 – Dec 2024

- Redesigned NAUSICAA NYC's website in **WordPress** to improve content flow and reduce navigation drop-off on key pages
- Conducted **18 user interviews** and developed **6 user personas** to identify friction across discovery, purchase, and contact flows
- Ran **A/B tests** and focus groups on structure and CTAs, recommending 4 strategies that boosted page views by 53%

### MSLGROUP

Shanghai, China

Public Relations Intern

Jun 2022 – Sep 2022

- Supported influencer and celebrity outreach, **pitching 20+ KOLs** whose audiences matched client positioning and campaign goals
- Drafted and scheduled **40+ posts** on Weibo and Rednote, aligning **content calendars** with **campaign timelines** and **product launch**
- Assisted with **onsite execution** for the PUMA Kids Fashion Show (200+ attendees), providing **live and recap copy** for social channels
- Conducted **30+ competitor analyses** and processed **client invoices**, tracking **campaign budgets** for timely, accurate billing

### Saatchi & Saatchi

Shanghai, China

Account Executive Intern

Jun 2021 – Sep 2021

- Supported **coordination of four cross-platform campaigns**, contributing to a **36%** increase in public visibility and reach
- Translated client inputs into **20+ creative briefs** so **design, copy**, and production teams worked from aligned campaign objectives
- Assisted in **scripting** three commercial videos and navigating **17+ rounds of client feedback**, keeping final deliverables on brand

## EDUCATION

### Boston University

Boston, MA

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

Sep 2023 – Jan 2025

**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

Sep 2019 – Jun 2023

**Relevant Course:** Human-Computer Interaction; Integrated Marketing Communication, Digital Media, Advertising Copywriting

## SKILLS

- **Visual & Brand Design:** Adobe Creative Suite (Photoshop, Illustrator, Animate, InDesign, Premiere Pro); Figma; Canva; Visual Hierarchy; Typography & Color Systems; HTML5; CSS3; Email HTML/CSS; CMS Implementation; Wix; WordPress; Squarespace
- **UI/UX Design:** User-Centered Design (UCD); Interaction Design; Information Architecture; User Flows; Wireframing; Prototyping; Responsive Web Design; Design Systems; Design QA & Handoff; Web Accessibility (WCAG 2.1 AA)
- **User Research & Testing:** User Interviews; Usability Testing; A/B Testing; Funnel & Drop-off Analysis
- **Analytics & Collaboration:** Google Analytics; Data-Informed Design Decisions; Miro; Notion; Asana; Microsoft Suite