



LING JIANG

USER EXPERIENCE DESIGNER

CONTACT

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EDUCATION

CARNEGIE MELLON UNIVERSITY

Master of Design in Interaction Design
School of Design
Class of 2018

PEKING UNIVERSITY

Master of Software Engineering
Dept. of Digital Art and Design
Class of 2009

BEIJING INSTITUTE OF TECHNOLOGY

B.S. Industrial Design
School of Design and Art
Class of 2005

SKILLS

Graphic Design
User-centered Design
Motion Graphics
Wireframing
User Research
Usability Testing
Storyboarding
Prototyping
Scenario & Persona Development
Sketching
Adobe Creative Suite

EXPERIENCE

INTERACTIVE ARTS & TECHNOLOGY CO. LTD., BEIJING | Apr 2015 – Apr 2016

Senior Visual Designer

- **Wesing** – Mobile Music Composing and Sharing iOS App
 - UI and UX design for iOS APP

TENCENT TECHNOLOGY CO. LTD., BEIJING | Feb 2009 – Mar 2015

Visual Design Leader / Senior Visual Designer

- **Weshow** – Mobile Video Editing and Sharing iOS App | Dec 2013 – Apr 2015
 - Led a team of eight to complete the initial visual design for Weshow-iOS application
 - Successfully led the completion of a major design overhaul and revision for iOS7 launch within three week turn-around time
- **iCare** – User Preference Based News Content iOS APP | Sep 2013 – Nov 2013
 - Managed a team of three to redesign the visual style and user experience for the iCare-iOS application
- **Tencent Weibo** – Microblogging Website | Apr 2013 – Nov 2013
 - Led a team of four to complete the visual design for new features / functions, promotions, and revisions for Tencent Weibo Micro-blogging website
- **WenWen Web Ask / Answer Platform** | Jan 2012 – Nov 2012
 - Led a visual design group of seven to develop, revise, and optimize the WenWen website. Significantly improved user efficiency, increasing the response rate to user questions by 36%
 - Led a visual design for the touch screen version of WenWen for the iOS, Android, and WAP
 - Developed the overall visual style for WenWen, which ultimately became the visual standard for all products within Tencent's SoSo Search Engine environment
- **SoSo Search Engine Program Management** | Sep 2010 – Jul 2011
 - Created collaborative and cross-team design and problem solving program management methodologies to increase communication between product managers and designers, achieving improved outcomes for overall design and work efficiency
 - Managed team responsible for comprehensive, multi-channel branding and marketing management system (supporting both digital and physical advertisements) for the entire SoSo platform
- **Festival Doodle for SOSO Search Engine** | Feb 2009 – Sep 2012
 - Established a virtual design team and improved creative design outputs by implementing a collaborative and peer-reviewed Doodle logo drafting and creation process

Microsoft Advanced Technology Center, BEIJING | Jul 2007 – Aug 2008

Motion Graphic Designer Intern / Graphic Designer Intern

- **Black Spades & Cross Checkers** – Games for Windows 7 Operating System
 - Graphic design
- **RPG Game** – 2D Game for Xbox 360 Platform
 - Character design and motion graphic design

HOBBIES

Scuba Diving | Kendo | New Jazz (Popular and Hip Hop) Dancing | Hiking