



# JEAN SHEN

A passionate and detail-oriented experience designer with hands-on experience in various projects through end to end work flow. In past 5 years, I worked closely with clients from Retail, Finance, TMT, Hospitality industries.

## CONTACT

(852) 5988 8770  
(86) 15000225102  
jeanshen106@gmail.com  
[www.jeanshen.com](http://www.jeanshen.com)

## SKILLS

### Design

Axure  
Flinto  
Invision  
Sketch  
Photoshop  
illustrator

### Programming

HTML/CSS3/JS (Basic)

### Language

Chinese  
English

## EXPERTISE

UX Research & Assessment  
Requirements Analysis  
Persona & User Journey  
IA & Flowcharts  
Wireframing & Prototyping  
Interaction Design  
Visual Design  
Project Management  
QA Testing

## EXPERIENCE

- |  |                          |
|--|--------------------------|
| <b>Senior Experience Designer</b><br><b>PwC Consulting Hong Kong Limited</b>   | <b>2016/02 - Present</b> |
| <ul style="list-style-type: none"><li>• Conducting reasearch &amp; user interviews, identifying user needs, creating personas &amp; journey mappings, buidling wireframes &amp; rapid prototyping, designing mockups &amp; product interface, conducting user test</li></ul> |                          |
| <b>UX &amp; QA Analyst</b><br><b>Fluid Hong Kong Limited</b>   | <b>2014/11 - 2016/02</b> |
| <ul style="list-style-type: none"><li>• Conducting UX research, developing IA &amp; wireframes, designing visual interface, managing 3rd party vendors to do development, conducting QA testing</li></ul>  |                          |
| <b>Project Executive (Mobile Application)</b><br><b>Focus Imaging Ltd</b>  | <b>2014/06 - 2014/11</b> |
| <ul style="list-style-type: none"><li>• Gathering requirements, conducting competitor analysis, defining specification, creating IA &amp; flowcharts &amp; wireframes, project planning and management</li></ul>   |                          |
| <b>UX Designer</b><br><b>Forerunner Technology Ltd.</b>  | <b>2013/12 - 2014/06</b> |
| <ul style="list-style-type: none"><li>• Creating wireframs for web application, designing UI layouts, front-end developing with HTML/CSS/JS</li></ul>  |                          |

## KEY PROJECTS

- |   |             |
|---|-------------|
| <b>Virtual Bank Mobile Application Design</b><br><b>Leading International Bank</b>    | <b>2019</b> |
| Responsibilities: Design system, UX/UI design, User testing                           |             |
| <b>CRM Web/Mobile Application Design</b><br><b>Leading Chinese Technology Company</b> | <b>2018</b> |
| Responsibilities: Concept design, UX/UI design, Project management                    |             |
| <b>UX Assessment</b><br><b>Hong Kong Statutory Body</b>                               | <b>2018</b> |
| Responsibilities: Personas, User journeys, UX benchmarking, UX recommendation         |             |
| <b>China eCommerce Website Design</b><br><b>Leading US Retail Company</b>             | <b>2017</b> |
| Responsibilities: Requirments analysis, Concept design, UX/UI design, Testing         |             |
| <b>Corporate Website Design</b><br><b>Large Chinese Inverstment Bank</b>              | <b>2015</b> |
| Role: UX design, QA testing, Project/Vendor management, CMS training                  |             |

## EDUCATION

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|---|--------------------------|
| <b>The Hong Kong Polytechnic University</b><br>Msc, Multimedia & Entertainment Tech | <b>2012/09 - 2013/09</b> |
| <b>Ningbo Institute of Technology,<br/>Zhejiang University</b><br>BA, Advertising   | <b>2008/09 - 2012/06</b> |