

**Jessica
Shen**

Experience +
Motion Design

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8 '2016 -
Present

R/GA NY + APAC
Experience Design Director
Senior Experience Designer
Experience Designer
Assoc. Experience Designer

Led experience, motion design, & experience strategy for consumer-facing products and activations. Collaborated extensively with R/GA's business transformation team on brand-led experiences. Directed multidisciplinary teams of 2-7 for various digital projects encompassing media & e-commerce.

Worked abroad in Shanghai & Singapore ('18-'19) to lead the UX discipline in Shanghai/APAC.

Select Clients: Nike, Samsung, Verizon, Mailchimp, Google

01 '2020 -
Present

Freelance NY
Design Direction
& Animation

Consulted various clients in product design, marketing, & business strategy. Developed branding, animated pieces, product experiences, and product roadmaps.

05 '2015 -
08 '2015

Apple Inc. CA
Human Interface Design Intern

Designed and developed concepts for various Apple products related to Apple Transit and iCloud.

08 '2012 -
05 '2016

Carnegie Mellon University PA

BCSA, Computer Science and Industrial Design
Minors in Sound Design & Animation

Dean's List, Senior Leadership Award,
BXA Commencement Speaker
Lunar Gala Executive Producer & Creative Director

Mentions

SXSW 2021 Incoming Speaker
SXSW 2020 Featured Speaker
Brown/RISD Guest Mentor & Lecturer 2020/2021

Cannes Grand Prix 2017
Webbys Shortlist 2017
One Show Merit 2017
Facebook Awards Winner 2017

Skills

Product/Experience Design
Motion Design
2D & 3D Animation
Front End Development
Illustration
Industrial Design