

Jessica Shen	Experience + Motion Design	jessicashen.com j.mw.shen@gmail.com 626 243 3998
7' 2016 – Present	R/GA NY + APAC Experience Design Director Senior Experience Designer Experience Designer Assoc. Experience Designer	<p>Led product design, motion, & experience strategy for products and campaign activations that communicate brand through experience. Worked with multidisciplinary teams of designers, creative technologists, strategists, and product managers for digital projects encompassing media & e-commerce. Led experience design and art direction for global projects internationally in Shanghai & Singapore ('18-'19).</p> <p>Select Client Projects:</p> <p>Built a Banking Platform for a Financial Institution (NDA) – Pitched, won, and led work for a 1.9M+ project to build a new transaction banking platform. Owned streams of work and led other product designers in the development of complex features and tools that help companies facilitate large transactions, organize decision makers, and manage accounts and subsidiaries. Collaborated with in-house developers and product managers to facilitate new ways of working between designers and stakeholders.</p> <p>Launched a New Media Site with Mailchimp & Courier – Designed and launched a site and content management system following Mailchimp's acquisition of Courier, a digital magazine. Worked with Courier to envision the future of digital journalism and translate traditional print to new media experiences.</p> <p>Developed a New Digital Service for Verizon – Created an entirely new pay-as-you-go data service and digital product ecosystem aimed at millennials. Owned development of MVP features, created user flows and screens, established motion principles, and built high fidelity prototypes that applied brand as experience.</p> <p>Introduced the Note 8 with Samsung – Built a family of page experiences for the launch of Samsung's new Note 8. Focused on the core experience of a 3D animated scrolling video that allowed visitors to explore individual features. Produced 3D animated prototypes and worked with developers and VFX directors to deliver the final product.</p> <p>Envisioned the Future of Budgeting with Chase – Worked with an embedded team at JPMC's Digital Innovation Lab to lead workshops, concept research and testing for future digital concepts that would help Chase's customers manage their money. Concepts were pitched to C-Level Management and were escalated to be part of the core app.</p>
01' 2020 – Present	Freelance NY Design Direction & Animation	Consulted clients in product design, marketing, & business strategy. Developed branding, animated videos, product experiences, featuresets, and roadmaps.
05' 2015 – 08' 2015	Apple Inc. CA Human Interface Design Intern	Designed and developed cross-device concepts for Apple products related to Apple Transit and iCloud. Concepts were presented to SVPs and implemented in Apple Maps and Find My Apps.
08' 2012 – 05' 2016	Carnegie Mellon University PA	<p>BCSA, Industrial Design and Computer Science Minors in Sound Design & Animation</p> <p>Dean's List, Senior Leadership Award, BXA Commencement Speaker Lunar Gala Executive Producer & Creative Director</p>
	Mentions	<p>SXSW Featured Speaker 2020, 2021 Brown/RISD Guest Mentor & Lecturer 2020, 2021</p> <p>Cannes Grand Prix 2017 Webbys Shortlist 2017 One Show Merit 2017 Facebook Awards Winner 2017</p>