

Jessica Shen	Experience Design	jessicashen.com j.mw.shen@gmail.com 626 243 3998
5' 2021 – Present	Disney+ NYC Senior Product Designer, Engagement	Leading product experience initiatives surrounding fan experience, content engagement, and omnichannel features for Disney Streaming Services. Collaborating with cross platform teams to develop the research driven strategic vision for bespoke franchise experiences.
6' 2021 – Present	Doors We Open NYC Narrative Lead, Experience Director	Writing and developing the experience for <i>Doors We Open</i> , a screen-based, interactive film that tells the story of a young Chinese illustrator visiting her single father. The film experiments with the more controlled storytelling of traditional film and the agency, empathy, and emotional investment evoked by an immersive game. <i>Coming January 2022</i>
7' 2016 – 3' 2021	R/GA NY + APAC Experience Design Director Senior Experience Designer Experience Designer Assoc. Experience Designer	Led product design, motion, and experience strategy for products and 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 culturally driven global projects in Shanghai and Singapore ('18-'19). Select projects: Built a Banking Platform for a Financial Institution (NDA) – Pitched, won, and led work for a new transaction banking platform. Owned streams of work and led product designers in the development of complex 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. Launched a New Media Site with Mailchimp & Courier – Designed and launched a new 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. 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 features, established motion principles, & built high fidelity prototypes that applied brand as experience. Defined Motion Design for Western Digital – Established a video brand playbook including brand motion and animation templates for the WD G-Technology film series. Introduced the Note 8 with Samsung – Built a family of experimental 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.
01' 2016 – 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 concepts for Apple products related to 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	BCSA, Computer Science and Industrial Design Minors in Sound Design & Animation Dean's List, Senior Leadership Award, BXA Commencement Speaker Lunar Gala Fashion Show, Executive Producer & Creative Director
	Mentions	SXSW Featured Speaker 2020, 2021 Y Oslo Speaker 2021 Brown/RISD Guest Lecturer 2020, 2021 Cannes Grand Prix 2017 Webbys Shortlist 2017 One Show Merit 2017