

# lori jiang

Experience Designer

## DESIGN EXPERIENCE

### UX/UI Designer | Kia (*Academic Project*)

Feb 2024 - Mar 2024, Remote

- Collaborated effectively in team of 5 senior-level students to design an extension to Kia's website on desktop, bridging business and customer needs through experience design
- Conducted secondary research and competitive analysis to identify and frame problem space
- Participated in 4-day design sprint to rapidly brainstorm and prototype solutions on Figma
- Facilitated user testing using think aloud and A/B testing methods to validate designs
- Leveraged written and verbal communication skills to present designs weekly to teaching team and guest critics consisting of industry professionals, improving on given feedback weekly to achieve highest mark in the class

### UX/UI Designer | Heritage Burnaby (*Academic Project with Client*)

Sep 2023 - Dec 2023, Remote

- Led conceptualization and execution of new community story-sharing feature for Heritage Burnaby's interactive map, addressing client and user needs through experience design
- Created style guide consistent with client's existing design system to maintain consistency across designs
- Conducted and synthesized research into user personas, user journey maps, and storyboards to better understand user needs and frame problem space
- Employed design thinking techniques to co-host hour long participatory workshop with 5 participants
- Sketched low-fidelity wireframes and prototyped interactive mockups in Figma

## OTHER EXPERIENCE

### Private Math Tutor | PD Plus Tutoring

Jul 2022 - Feb 2023, Coquitlam

- Supported 8 students ranging from grade 8-12 in meeting their academic goals, improving one student's grade in Pre-Calculus 11 by 20% in 4 months
- Personalized learning experience through rapport building and adapting teaching methods to match student's learning styles

### Keyholder, Server | Bourbon St Grill

Jan 2016 - Mar 2022, Coquitlam

- Opened and closed restaurant, responsible for facilitating tasks and independently managing cash balancing at end of day
- Anticipated customer needs to create exceptional customer experiences in a fast-paced environment

## CONTACT

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## EDUCATION

### Simon Fraser University

BA, Interactive Arts & Technology

(Concentration in Design)

Jan 2022 - Dec 2025

(Expected Graduation)

### University of

British Columbia

BA, Psychology

Sept 2017 - May 2021

## SKILLS

### Design Methods

Qualitative Research

Quantitative Research

Wireframing

Rapid Prototyping

Usability Testing

Heuristic Evaluation

Storyboarding

User Journeys

### Design Tools

Figma

ProtoPie

Miro

Photoshop

InDesign

Illustrator

### Coding

HTML/CSS