

# JESSE [ JIAN YU ]

## TING/ PRODUCT DESIGNER

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### EDUCATION

#### M.I.T in User Experience

Queensland University of Technology

2018 - 2019, Brisbane Australia

#### BA English Language & Culture

Tamkang University

2011 - 2015, Ilan Taiwan

#### Global Exchange Program

Temple University

2013 - 2014, Philadelphia USA

### SKILLS

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

### TOOLS

Figma, Sketch, Adobe XD,  
Invision, Abstract, Zeplin, Miro,  
Google Analytics, Adobe CS,  
Microsoft Office, Jira, ClickUp,  
Confluence, Trello, Zoom,  
ClickUp

### SOCIAL

Mandarin (native)

English (professional)

### EXPERIENCE

#### Product Designer

Vai - Full Time

September 2020 - Present, Sydney

- Informing product design decisions by providing contextual user research.
- Collaborating with the development team to build the design system on Figma.
- Delivering Hi-fi prototypes and specified design handovers to the development team.
- Using techniques such as Card Sorting, A/B Testing, Heuristic Review, Usability Testing to optimise the products' UX.

#### UX Designer

Quokka Technology - Freelance

Jun 2020 - Dec 2020 - 7 months, Sydney

- Evaluated the web product by using Heuristic Review.
- Conducted User Interviews to understand pain points and to validate the hypotheses and assumptions.
- Created mid-fi prototypes to map out the proposed user experiences and test them.

#### UX/UI Designer

Conversion Kings

Jan 2020 - Apr 2020 - 4 months, Brisbane

- Delivered redesigns for over 15 products for clients which have been proven to increase the CRO by at least 30%.
- Collaborated with other designers on my team to solve complex problems.

#### UX/UI Design Intern

Flight Centre Travel Group HQ

Jul 2019 - Nov 2019 - 5 months, Brisbane

- Assisted Retail Experience team, got involved with everything from design sprints to design execution.
- Designed email templates for internal use between customer support managers and national travel consultants.