

Jenny Shen

I design user-centered websites & mobile apps
for tech companies and digital agencies

A note from Jenny Shen

You've probably seen a million design portfolios. You may have even hired a few designers with unsatisfactory results.

I'm here to tell you how I'm different. When you work with me, you don't have to worry about failed deadlines or unsatisfactory quality.

I've helped companies all over the world to launch or refine their websites/apps for the best user experience. I've worked in various markets, e.g. travel, e-commerce, productivity, health and fitness, beauty and many more.

I don't offer cookie-cutter solutions. I don't start without understanding your goals, users, and business.

Before any pixel is made, first I deep dive into the hidden problems that need to be solved, from design, marketing, brand and data perspectives.

I focus my efforts on problems that I'm passionate to solve, and clients I believe in. By only accepting the best clients and projects, I'm able to give my heart fully to the project and connect on a more personal level.

My goal is to achieve a win-win situation and build a long-term relationship with you.

Let's build epic ~~shit~~ projects, together.

—Jenny

Jenny is a data-driven UX designer who consistently makes decisions based on qualitative and quantitative data. Jenny helped us conducted user research and interviews to identify blockers, and provided solutions for those UX issues. I strongly recommend Jenny for any UX and UI projects.



Frank Derks
Founder of Deskbookers

Meeting room marketplace, web and mobile

Jenny is very detail-oriented, organised and works hard to meet the needs of all stakeholders be it developers, product owners, marketers or other designers. Truly amazing set of skills to have in your team!



Ján Naništa
Senior UI Developer at TravelBird

Travel e-commerce, web and mobile

Jenny has a great passion for technology & user experience, and this reflects in the things she is doing. Jenny showed lots of dedication and care to our project, always thinking about the people, who we are creating experiences for. I enjoyed working with her, as I know I can fully trust her skills and personal characteristics.



Nadia Udalova
UX Designer at XebiaLabs

Online & offline design community

Jenny's efficiency and quick turnaround time make her a very efficient worker. A real jack-of-all-trades that can get you a beautiful front-end design of a web page/app in little to no time. It was a pleasure to work with her and I would recommend her to any project requiring front-end design work.



Samuel Chan
Co-founder of Swiip

Productivity, iOS app

UX Consultation

I offer **action-oriented consulting** in 3 specific areas: usability, user experience, and conversion optimization.

You will get:

1. An audit report with at least 10 opportunities and ideas to optimize your product/service for better conversion and retention
2. One hour of consultation to discuss the report

\$850 (1-2 days turnaround)

**up to 5 screens*

Design Sprint

Best option for startups

If your project is in flux and needs a loosely defined scope, I offer a **design sprint** including UX and UI work.

Compared to a set-in-stone project, I can focus on designing the product being the best it can be, even if priorities shift during our work together.

\$2500/sprint

Custom Project

Best option for established companies

From user research, interaction design to web and mobile UI design, I offer services that will take your product to the next level.

After the kickoff call, I will **propose design solutions** based on the best way to achieve your goals.

\$4000~\$10000+

I can help with...

1. Iterating and improving the UX and UI of existing website or mobile app
2. Remote or on-site usability testing including recruiting users
3. Analyzing existing analytics and providing actionable recommendations based on your goals
4. Full custom UI design or re-design for website or mobile app
5. UX and UI design for an MVP of a new product
6. One-page websites such as launch page, landing page and event registration page
7. Custom icons or illustrations

I can't help with...

1. UI design based on a very specific, set-in-stone wireframe or example. This includes copying a website or app from top to bottom.
2. Development of website or mobile app
3. Copywriting*
4. Branding
5. Print design, e.g. business cards

**I have knowledge of copywriting for CTAs, but I don't provide copywriting services for content.*

Work process



Inquiry



Call



Proposal



Work



Delivery

Use this guide to check if I'm a good match for your project. If you're happy with what you see, fill out this project planner. I will respond in 1-2 business days.

If there is a match, I set up the initial call via Google Calendar. If there isn't, I can suggest other designers or companies, out of honesty and professionalism.

I am selective in the projects I take on. I only want to work on projects where I can deliver ROI and create a mutually beneficial relationship with clients. I aim for every project to end as a successful case study on my portfolio.

You: read this guide and fill out project planner

Time: 10-20 minutes

Work process



Inquiry



Call



Proposal



Work



Delivery

With the information you provided in the project planner, I deep dive into the **why's**. Knowing your goals allow me to base my design decisions on their effectiveness towards reaching your goals.

It's important that you're open to talking about your business so I can understand every risk and opportunity to success. Questions you can expect: What's your biggest pain point? What is the impact this problem is having on your business? What does success look like?

I will send a non-disclosure agreement before the call, so you can be sure every private information you shared will remain private.

You: Provide data and be open about your business

Tool: Skype

Time: 45-60 minutes

Work process



Inquiry



Call



Proposal



Work



Delivery

After the kickoff call, I will craft a proposal based on the best way to achieve your goals. The proposal will include multiple options: what you'll get per option, how long each option takes, my process for each option, and how much each option costs.

No project is the same, so there is no "standard process". Along with the proposal and the project-specific process, you will receive a contract that details NDA, deliverables, billing, legal and IP. 50% of the total project cost is required to start. If we're doing the project week-by-week, the deposit is 2 weeks of my weekly rate.

Once the contract is signed and deposit is paid, it's time to get to work!

You: Review the proposal and options, sign the contract and pay the deposit

Tool: Hellosign, Transferwise (if you're not based in Canada)

Time: 1-2 days

Work process



Inquiry



Call



Proposal



Work



Delivery

In the document **Design Services and Deliverables**, I outline my design process for **UX design**, **UI design**, and **user research**.

If I am working with your tech team, I will work with your sprint cycles, stand-up meetings, etc. If you don't have a team yet, I will communicate throughout the project about the milestones and my progress.

During our collaboration, I need you or another person (preferably Product Owner, CTO, UX Lead, etc.) to be available for feedback, and answer business or user-related questions. This should take you or him/her 2 hours per week via communication tools.

You (or someone else): be available at least 2 hours per week

Tool: PM tool and communication tools like Slack, Skype, emails etc.

Time: 2 hours per week

Work process



Inquiry



Call



Proposal



Work



Delivery

For UX design and user research, I will walk through research data and UX designs in a video conference call with you and stakeholders. For UI design, I will work with your developers to implement my designs pixel-perfectly.

After the final payment, you will receive UI assets and/or user research data via email or a downloadable link.

You: Join the video conference and pay final invoice

Tool: Skype

Time: 1-1.5 hours

FAQ

How much do you charge?

I don't give quotes based only on a list of requirements. My rate is based on the amount of value and financial return my work is able to bring you in the future. What I charge is not meant in any way to be competitive, but an investment you'll be making in your business. If your biggest concern is a minimal budget and not the best user experience, I'm likely not a good fit.

Do you only accept remote projects?

Yes. Remote working makes me more productive, fulfilled, and happier. The exception is on-site UX training or consultation for your organization. This requires 2 months advanced booking and covering my travel expenses. Pricing starts at \$2000 per day course or workshop.

Can you provide front-end coding for a web project?

As outlined on page 5, I don't provide development services. However, I am more than happy to pass on my reliable contacts to you.

Want to get started?

It's great that you're reading this far. If you like what you've read, the next step is to fill out this project planner. I want to learn more about what you do and how I can help!

[Fill in project planner](#)

Looking forward to it!

Jenny Shen

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