

Jenny Shen

I help businesses gain **competitive advantages**

Creating new business value with breakthrough innovation, global expansion strategy and customer-winning UX design

Designed for



Crate&Barrel



randstad

The Singtel logo, featuring the brand name in a sans-serif font with three dots above the letter 'i'.The Smart logo, consisting of a stylized triangle icon followed by the word "Smart" in a bold, sans-serif font.

domicile

The Deskbookers logo, featuring a circular icon with the letters "db" inside, followed by the brand name in a bold, sans-serif font.

Services

Strategy

UX Strategy
Value Proposition Design
Product Market Fit Validation
Rapid Prototyping

2-hour strategy workshop: €500

Design

Design Sprints
Product/UX Design
UX Research

5-day design sprint: €4250

Training

Corporate Training
Workshop Facilitation
Design Leadership
Mentoring / Coaching

Workshops start at €3500



Served **millions of customers** outside
of North America



Created **new business value** with
innovating in SME segment



Successful regional expansion
leading to **3 mil bookings/year**



Launched localized sites in new
markets in **6 weeks**



10% increase in conversion rates
with UX optimization



Increased time spent on site and
social media sharing by **2.8X**

UX strategy, UX research, Rapid prototyping, HR, Two-sided market

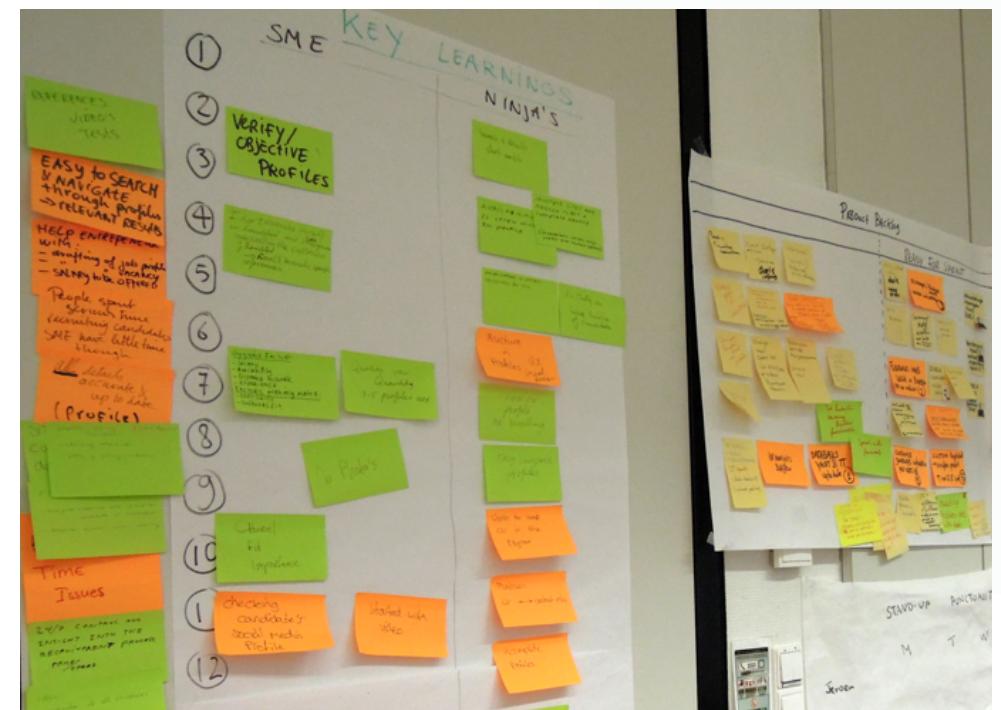
Randstad

Amsterdam, 2015 <https://www.randstad-direct.fr/>

Randstad is a global leader in the HR industry with over 4500 branches in 39 countries. I was an early member of this corporate innovation project at Randstad Direct, a solution that connects SMEs with short-term/temporary staff.

I validated the value proposition by understanding customer needs and running lean experiments. I conducted surveys, phone and on-site interviews and conducted internal research at Randstad Netherlands.

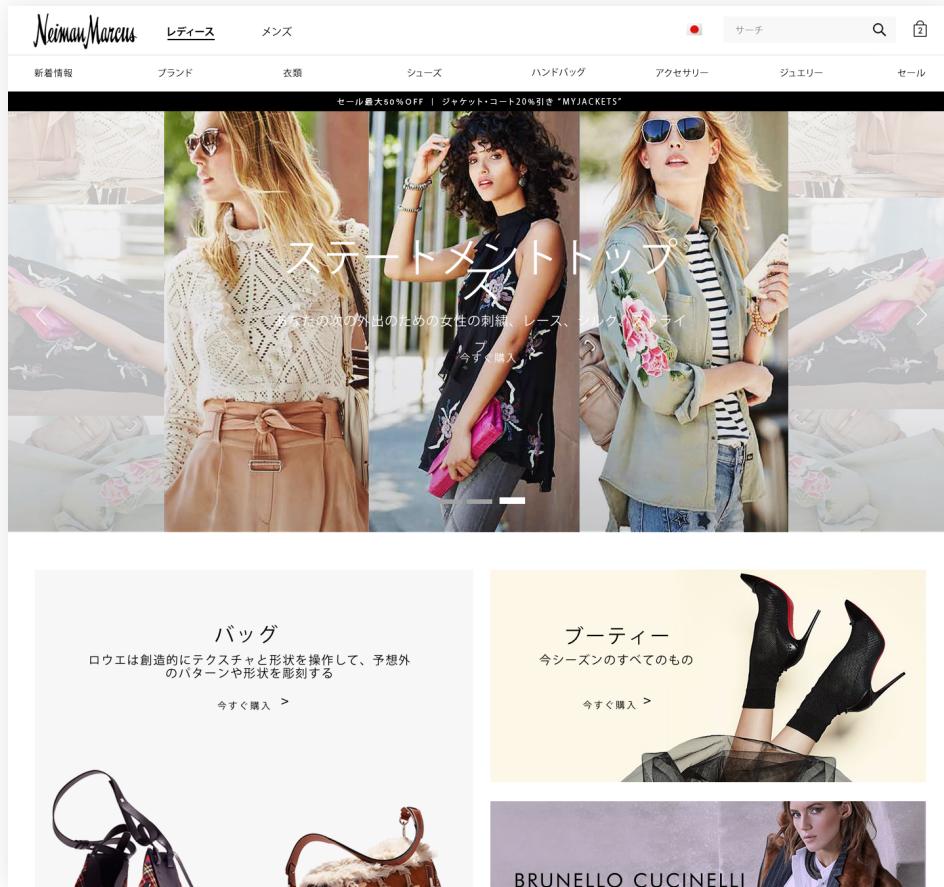
Unlike traditional recruitment services, Randstad Direct is easy-to-use, fast, and affordable for SMEs. Now, there are **160,000 interim personnel** in the database, readily available for engagements.



Localisation, Fashion luxury e-commerce, Design systems

Neiman Marcus

Remote, 2018 <https://jp.neimanmarcus.com/>



Neiman Marcus is an American chain of luxury department stores with \$4.9 billion in revenue.

As a localisation and design consultant, I localised Neiman Marcus' e-commerce experiences for its target market Japan, optimised the mobile UX and designed the research questionnaires. The optimized user interfaces and flows are used by millions of customers outside of North America.

To accelerate the pace of design and development, I co-developed the design systems for Neiman Marcus. I set up reusable components and standards to guide the use of the components. This also ensured the design consistency across the application.

Localisation, User research, Housewares and furniture e-commerce

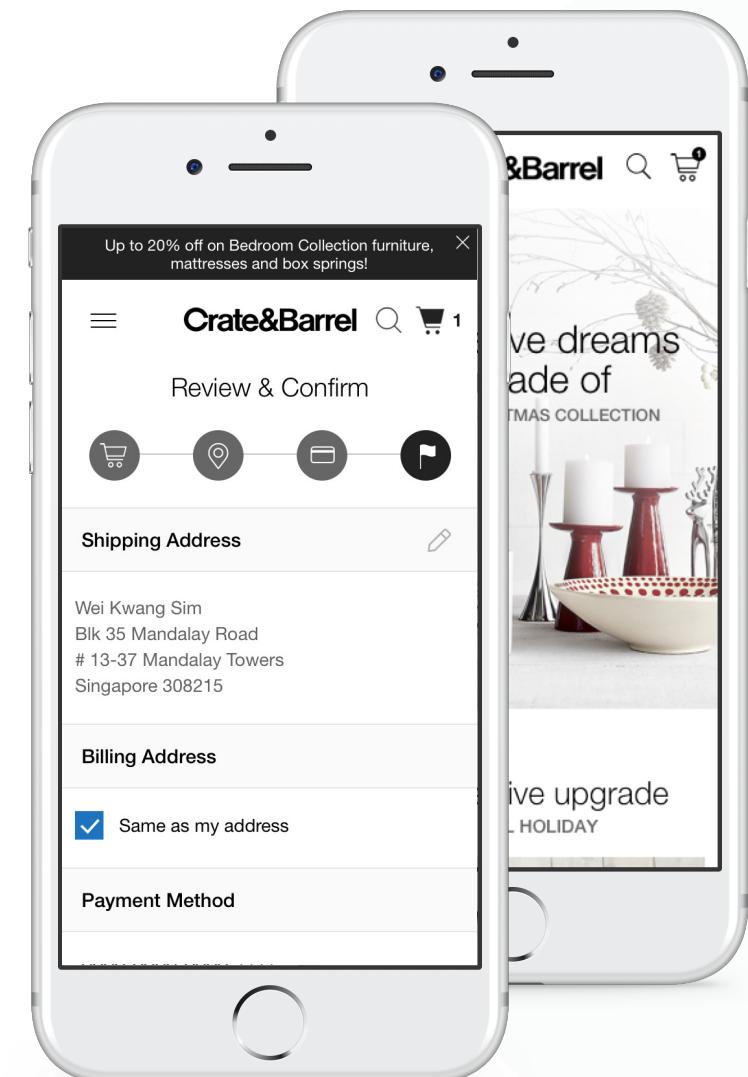
Crate&Barrel

Remote, 2018 <http://crateandbarrel.com.sg/>

Crate&Barrel is a global brand in the housewares and furniture industry with 100+ stores and franchise partners in 11 countries.

I localised Crate&Barrel's e-commerce experiences for its target market Singapore, conducted remote interviews and optimised the homepage and checkout flow with market-specific promotions and fields.

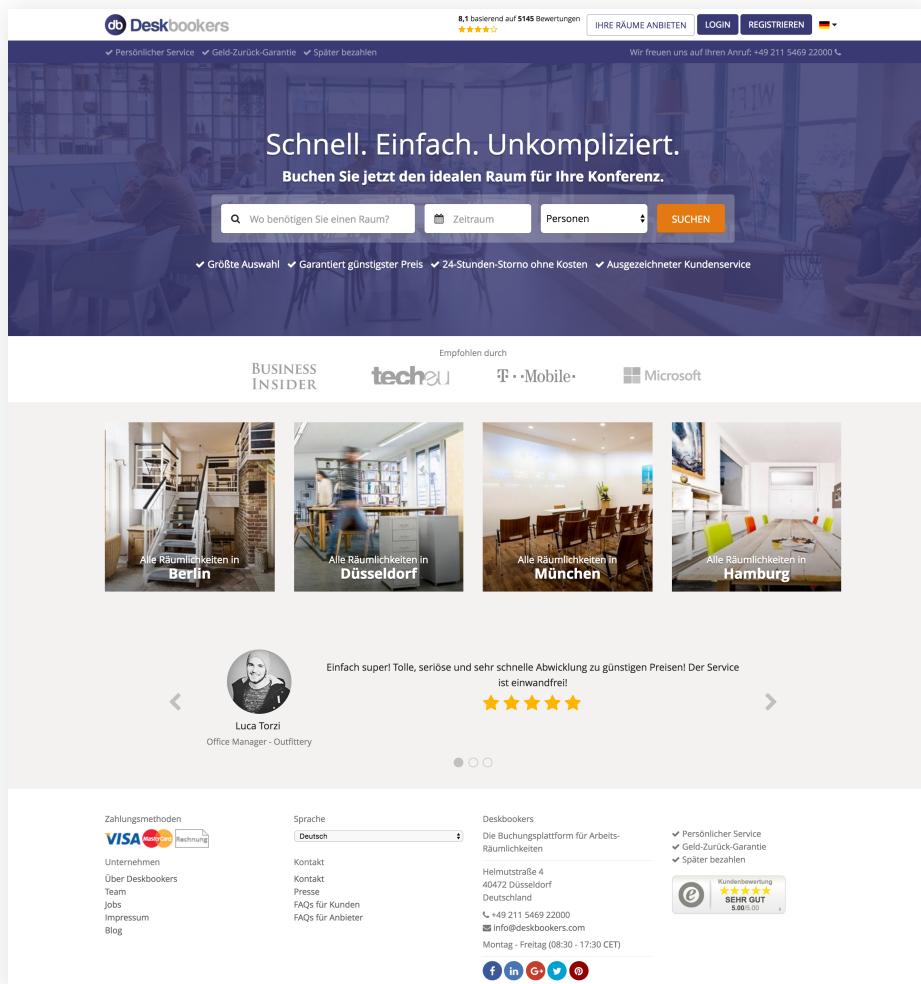
These localisation and design initiatives enabled our franchise partner to establish and operate an e-commerce business in Singapore.



Localisation, Online marketplace, UX research, E-commerce

Deskbookers

Amsterdam, 2016 <https://deskbookers.com/de-de/>



*conversion rate increase undisclosed per client's request

Deskbookers, a Netherlands-based online marketplace for workspace rentals planned to expand into the rest of Europe—specifically Germany. The German website was not converting well and they reached out for my help.

I developed hypotheses for why the site was not meeting users' needs and conducted qualitative, quantitative and academic research (i.e. credible reports and publications of German market and user behavior).

Results: increased conversion rates* and satisfied customers. Over a period of continuous optimization, Germany is currently one of the countries with the strongest Deskbookers' presence in Europe.



Jenny is very clear in her UX methodologies and design direction. She has in-depth knowledge of UI/UX design which she uses to ensure problems are solved to achieve the best results for both the users and stakeholders.

She is very helpful and collaborative with the team, and is always offering advice and new industry insights.

Jenny's dedication to her work ensures that the design project is delivered insightfully with all aspects of end users in mind.



Killian, UX/UI Designer at Localised



Jenny is a top quality UX Designer. Her work is top notch, she takes time to understand your business, and is a great person to deal with.

If you're looking for a high quality designer then I'd recommend getting in touch with Jenny.



Joel, Owner of Joel House Search Media



Jenny is a data-driven UX designer who consistently makes decisions based on qualitative and quantitative data.

Jenny helped us conduct 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, Founder of Deskbookers



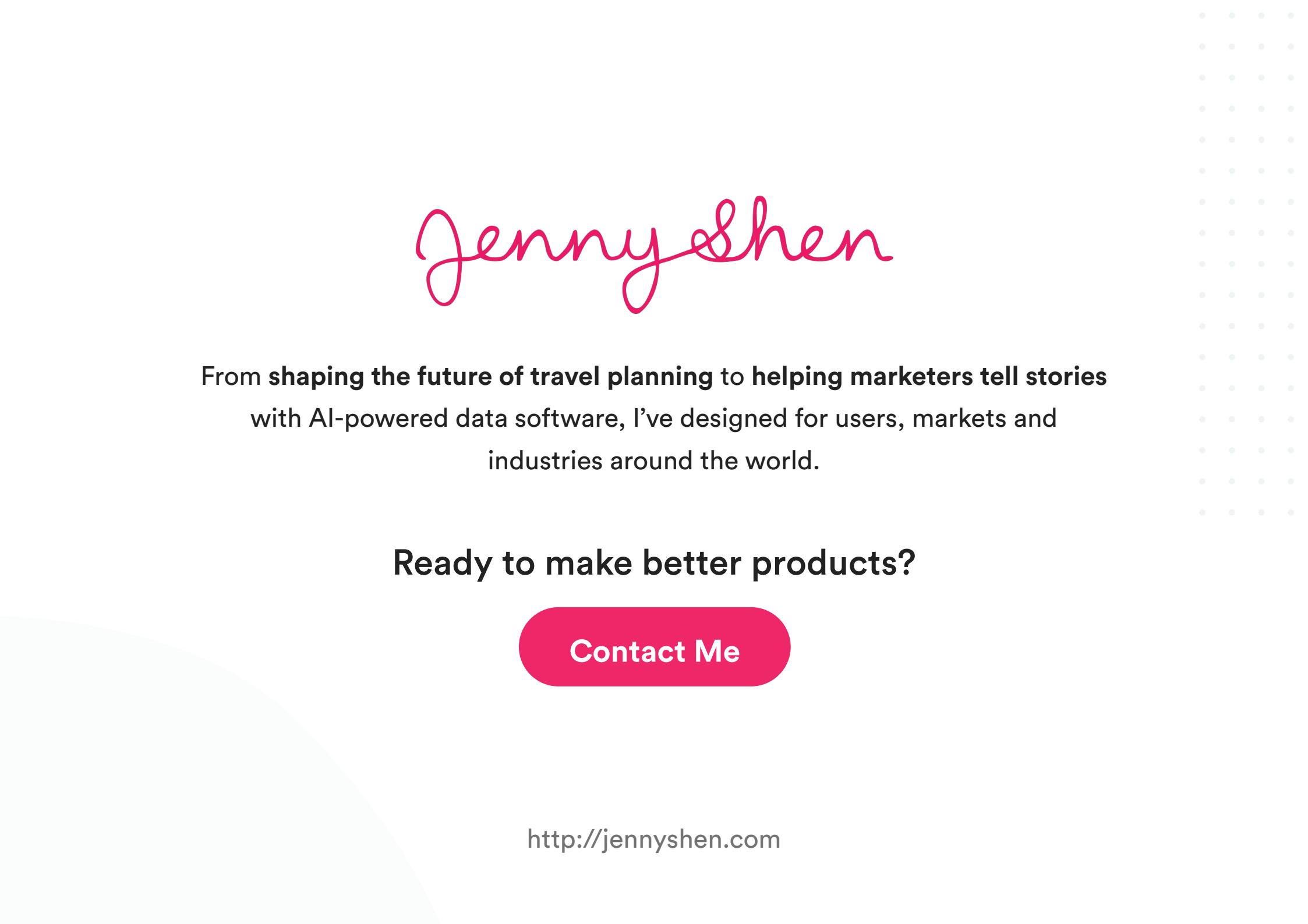
Jenny has a great passion for technology and user experience, and this reflects in the things she is doing.

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, UX Lead at XebiaLabs



jenny shen

From shaping the future of travel planning to helping marketers tell stories with AI-powered data software, I've designed for users, markets and industries around the world.

Ready to make better products?

Contact Me

<http://jennyshen.com>