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 from e-commerce, health and fitness, to real estate. Currently, I focus on solving problems in the travel tech industry.

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

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 web/mobile apps

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.

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

$790 (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 on-site or remote user research, interaction design to web and mobile UI design, I offer services that will take your product to the next level.

Fill in the project planner to get a quote for **custom solutions** that will help you achieve your goals.

$4000~$8000+

Design Services & Deliverables

User Research

Get feedback from **real people**—your users! Find out **what** they want, and **why** they're not signing up, buying, or coming back to your website or app.

UX Design

Optimize the **user experience** while balancing business needs. *UX design is so much more than just wireframing!*

UI Design

I design interface screens and elements for **websites** and **mobile apps**. My design style is clean, modern and professional.

To make sure that I do work that satisfies the needs of users and therefore deliver ROI, at least one user research service is included with UX projects. (Unless if you have a dedicated user researcher or team whom I can work with, or if you have recent and relevant user research data I can use)

🔍 User Research

Usability Testing

Real people selected based on your demographics will test your product or prototype and give you their feedback on your product/prototype.

What you get:

- Recorded sessions of people using your website or app
- Answers from user interviews about their motivation, needs, pain points, and suggestions to improve
- Actionable items to address users' pain points

Remote usability tests

$1490

- 5 videos: web or mobile
- 9 days turnaround

On-site usability tests

$3900 *excl. travel expenses*

- 5 videos: web or mobile
- 14 days turnaround

🔍 User Research

Demographics Research

Learn about your users' behaviors and preferences. If you're expanding into a new market, I research into cultural-specific behaviors and differences.

What you get:

- A report of behaviors, motivations, and preferences of your demographics
- Personas that reflect your demographics. This helps you to visualize your users and design a better product/service for them

On-site user reserch

$5900 *excl. travel (& translation if necessary)*

2 weeks on-site conducting:
- contextual inquiries
- focus groups
- workshops

Market Culture Report (5+ pages)

$1900

Insights of users in your current market and/or markets you want to expand into. I research into culture, language, internet connectivity, device usage and more.

🔍 User Research

Data Analysis

Uncover issues of conversion, drop-offs and retention with existing data (Google Analytics, Mixpanel, Hotjar and more). If there is no existing data, I can guide you to track where users are clicking, reading, where they leave your site/app, and more. I also gather user feedback from your customer care team, if you have one.

What you get:

- List of opportunities you can take based on data
- List of issues broken down into categories of technical, content, navigation, visual design
- Hypotheses and recommendations to test the hypotheses

Consultation on data & conversion

$100/hour *Or get a quote for a custom project*

♡ UX Design

Wireframes & Prototypes

Wireframes are used to arrange UI elements in the best way that accomplish user goals and business goals. Then I make them into clickable prototypes to gather feedback from the team and your users.

What you get:

- Wireframes that can be polished by me or your UI Designer
- Low- and high-fidelity, shareable and clickable prototypes in each iteration/sprint

Fill in the project planner to get a quote on UX design

♡ UX Design

User Flows

See how a user goal aligns with a business goal throughout your website/app. I map out the flow starting from the funnel that user comes in, to where they should go on the website/app, to actually converting.

What you get:

- A user flow diagram
- List of opportunities for improvements

Fill in the project planner to get a quote on UX design

♡ UX Design

Journey Mapping

Have a holistic view of the user experience by uncovering frustration and delight moments at every stage of the interaction. Different from user flows, a journey map takes a look outside of what's happening outside of your website/app, and considers the context of interaction.

What you get:

- A user journey map
- List of opportunities to satisfy pain points or provide additional value to your users

✎ UI Design

Interface Design

I design screens and elements for websites and mobile apps. My design style is clean, harmonized, elegant and professional.

My process for UI design includes research, brainstorming, designing and refinement.

What you get:

- Sketch files
- Style guides
- Design specs
- Assets

Fill in the project planner to get a quote on UI design

FAQ

How much do you charge for a website / per hour?

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.

Can you work for us on-site?

Currently I take on remote UX UI and on-site user research projects. On-site work requires 2 months advanced booking and covering my travel expenses. In addition, I offer on-site UX training or consultation for your organization. Pricing starts at $2000 per workshop.

Do you do front-end development too?

I can do front-end development for responsive marketing websites but not for web applications. Should you require advanced development, I am 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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