JACKIE (WENQIAN) HU

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EXPERIENCE

Nov. 2020 - Present

Product Designer | Zenly (Snap Inc.)

Paris, France

Designing and prototyping the mobile experience of the live social map for 40+ million MAUs in Figma and ProtoPie;

Delivering features such as go mode(800K+ daily open), best friends(15 million users), live events(20K+ daily view) and iOS 16 widgets by collaborating with engineers and PMs;

Conducting 50+ user research gobally to test usability of the app and obtain user insights from different markets

May. 2020 - Nov. 2020

Product Designer | Privoce

Remote, U.S.

Led the design and research on Chrome extensions that aim to protect web privacy and leverage user's data ownership by understanding user painpoints, featured in Chrome Web Store

Jan. 2020 - Aug. 2020

Product Designer | Discover Financial Services

Pittsburgh, U.S.

Designed iterative low-to-high fidelity prototypes and created research artifacts such as personas and customer journey maps to improve student loans application experience in a team of five, the solution was preferred by 78% users in AB test

Jul. 2017 - Aug. 2017

User Experience Design Intern | AKQA

Shanghai, China

Delivered medium-fidelity prototypes and assisted senior UX designer in mobile to desktop transition for NBA Fan Zone, with a result of 1.6M registered users and 1.2M page views per day

EDUCATION

Aug. 2019 - Aug. 2020

Carnegie Mellon University

Pittsburgh, U.S.

Master of Human-Computer Interaction (MHCI)

Aug. 2015 - Aug. 2019

New York University

Shanghai, China
New York, U.S.
Paris, France

Bachelor of Science, Interactive Media Arts
Bachelor of Arts, Humanities

SKILLS

Design Tools:
Figma · Sketch · ProtoPie · Framer · Zeplin · Adobe Creative Suite

User Research Methods:
Affinity Diagramming · Contextual Inquiry · Semi-structured Interview · Storyboarding · Speed Dating · Think-Aloud Protocol