

Zheru Jiang

UX Designer

Portfolio <http://zherujiang.com>
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WORK EXPERIENCE

Fortiphyd Logic (CAP Lab) / UX/UI Designer

JAN 2018 - PRESENT

- Designed the user interface of an enterprise-class OT security platform for Industrial Control Networks.
- Defined product information architecture, clustered and streamlined system functionality based on the typical workflow of system operators.
- Visualized network connections, activities and high-level insights, to support both summarization and deep analytical tasks.
- Conducted extensive usability testings on the system UIs and iterated rapidly to meet client needs.
- Worked closely with developers, industrial stakeholder to deliver high-fidelity design containing rich interactions.

Balsam Brands / UX Designer

MAY 2018 - JUL 2018

- Redesigned the retail website of an e-commerce brand, focusing on establishing brand awareness and optimizing mobile-end user experience.
- Actively contributed to the branding strategy and embodied brand identity through multiple touchpoints.
- Led a roadmap project, creating digital solutions to funnel products based on customer needs.
- Communicated design concepts through sketches, wireframes, clickable prototypes as well as annotations of product specs.

Tencent / Product Designer

JUL 2016 - SEP 2016

- Redesigned the self-media account page on mobile QQ, which is the top messaging app in China with over 800 million monthly active users.
- Increased the page view of account's homepage by aggregating message feeds and introducing customizable layouts.
- Collaborated with the UI team on the style guide to ensure consistent VI.

Limiton / UX Designer

MAR 2017 - MAY 2017

- Designed an engaging online community combining social interactivity with e-commerce conversion.
- Revamped the mobile interactive center with gamified user experience.
- Designed a roulette game that has been played over 304,214 times.

EDUCATION

Georgia Institute of Technology

AUG 2017 - MAY 2019

Master of Human-Computer Interaction

National University of Singapore

JAN 2015 - MAY 2015

Industrial Design

Shanghai Jiao Tong University

AUG 2013 - JUN 2017

B.E. in Industrial Design **top 1%**

SKILLS

User Experience Design

Storyboarding | Journey Mapping
Prototyping | Visual Design | Video Editing

User Experience Research

Interview | Contextual Inquiry | Card Sorting
Survey | Focus Groups | Usability Testing

Programming

Javascript | CSS | HTML | D3.js | jQuery
Python

Software

Adobe Suite | Sketch | Principle | Figma

RECOGNITION

Outstanding Graduate of Shanghai

JUN 2017 **top 3%**

Academic Excellence Scholarship

AUG 2014 - JUN 2016

National Scholarship

AUG 2013 - JUN 2014 **top 0.2%**