JIEMING HE
UX/UI Designer

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PROFESSIONAL SUMMARY

Creative UX/UI Designer with over 4 years of experience in enhancing digital platforms through user-centered design and innovation. Adept at identifying user needs, conducting usability testing, and collaborating with cross-functional teams to develop intuitive and engaging user experiences.

SKILLS

- Proficient in crafting visually appealing user interfaces with a focus on responsive design principles.
- **UX Research:** User Interviews, User Testing, User Behavior Analysis, User Persona, User Journey Mapping
- Skilled in design and prototyping with Adobe Creative Suite(Photoshop, Illustrator, XD), Sketch, and Figma.
- Solid foundational knowledge in web design and development with HTML, CSS, and JavaScript.
- Collaboration and project management through the use of tools such as Slack, Trello, JIRA and Asana.

WORK EXPERIENCE

Aj Singularity Corp   New York, NY
UI/UX Designer   *Aug 2020 - Jan 2024*

- Redesigned online apparel shop product pages in Figma & XD for mobile & desktop, improving usability & driving a 22% conversion & 40% increase in customer reviews post-launch.
- Conducted user research and developed detailed personas, which informed design decisions that resulted in a 30% improvement in user satisfaction scores as measured by in-app feedback tools.
- Accomplished a successful design and prototype of a Virtual Try-On feature, as measured by a 50% increase in user engagement and receiving over 100 positive users reviews, by utilizing Figma to create an engaging and interactive virtual garment fitting experience.
- Created detailed user journey maps to visualize the user experience across different stages of the ecommerce funnel, decreased user drop-off rates by 20% and increased conversion by 18%.
- Led the visual enhancement of the website's frontend in collaboration with interaction designers, analyzing user feedback to develop actionable improvement plans. Successfully implemented changes that continually optimized user experience, resulting in increased user satisfaction score by 5 points.

Transpro Us Corp   New York, NY
Web UI/UX Designer   *Aug 2019 - Aug 2020*

- Design an engaging product display featured on the landing page, which immediately grabbed users' attention. This iterative design process ensured optimal user interaction and was instrumental in generating an additional $100K in revenue within the first month of launch.
- Contributed to a 30% rise in direct product sales as measured by ecommerce platform metrics, by employing user-centered design principles to redesign product pages, which enhanced visual appeal and provided clearer product information.
- Developed creative and visually striking advertising campaigns and product displays for seasonal products, resulting in a 40% increase in online traffic and prominent placement on Google Shopping ads.

EDUCATION

Certificate of Completion
Columbia Engineering UX/UI Bootcamp   *November , 2023*