



# LING JIANG

USER EXPERIENCE DESIGNER

## CONTACT

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## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Master of Design in Interaction Design  
School of Design  
Class of 2018

### PEKING UNIVERSITY

Master of Software Engineering  
Dept. of Digital Art and Design  
Class of 2009

### BEIJING INSTITUTE OF TECHNOLOGY

B.S. Industrial Design  
School of Design and Art  
Class of 2005

## SKILLS

Graphic Design  
User-centered Design  
Motion Graphics  
Wireframing  
User Research  
Usability Testing  
Storyboarding  
Prototyping  
Scenario & Persona Development  
Sketching  
Adobe Creative Suite

## EXPERIENCE

### INTERACTIVE ARTS & TECHNOLOGY CO. LTD., BEIJING | Apr 2015 – Apr 2016

#### Senior Visual Designer

- Wesing – Mobile Music Composing and Sharing iOS App
  - UI and UX design for iOS APP

### TENCENT TECHNOLOGY CO.LTD. , BEIJING | Feb 2009 – Mar 2015

#### Visual Design Leader / Senior Visual Designer

- Weshow – Mobile Video Editing and Sharing iOS App | Dec 2013 – Apr 2015
  - Led a team of eight to complete the initial visual design for Weshow-iOS application
  - Successfully led the completion of a major design overhaul and revision for iOS7 launch within three week turn-around time
- iCare – User Preference Based News Content iOS APP | Sep 2013 – Nov 2013
  - Managed a team of three to redesign the visual style and user experience for the iCare-iOS application
- Tencent Weibo – Microblogging Website | Apr 2013 – Nov 2013
  - Led a team of four to complete the visual design for new features / functions, promotions, and revisions for Tencent Weibo Micro-blogging website
- WenWen Web Ask / Answer Platform | Jan 2012 – Nov 2012
  - Led a visual design group of seven to develop, revise, and optimize the WenWen website. Significantly improved user efficiency, increasing the response rate to user questions by 36%
  - Led a visual design for the touch screen version of WenWen for the iOS, Android, and WAP
  - Developed the overall visual style for WenWen, which ultimately became the visual standard for all products within Tencent's SoSo Search Engine environment
- SoSo Search Engine Program Management | Sep 2010 – Jul 2011
  - Created collaborative and cross-team design and problem solving program management methodologies to increase communication between product managers and designers , achieving improved outcomes for overall design and work efficiency
  - Managed team responsible for comprehensive, multi-channel branding and marketing management system (supporting both digital and physical advertisements) for the entire SoSo platform
- Festival Doodle for SOSO Search Engine | Feb 2009 – Sep 2012
  - Established a virtual design team and improved creative design outputs by implementing a collaborative and peer-reviewed Doodle logo drafting and creation process

### Microsoft Advanced Technology Center, BEIJING | Jul 2007 – Aug 2008

#### Motion Graphic Designer Intern / Graphic Designer Intern

- Black Spades & Cross Checkers – Games for Windows 7 Operating System
  - Graphic design
- RPG Game – 2D Game for Xbox 360 Platform
  - Character design and motion graphic design

## HOBBIES

Scuba Diving | Kendo | New Jazz (Popular and Hip Hop) Dancing | Hiking