JESSICA CHIEN

jesschien.wix.com/portfolio

Visual /UX / UI Designer
San Francisco, CA

jess.chien@gmail.com

education

B.S. in Advertising from Boston University

College of Communication

Minor in Visual Arts / Concentration in Mandarin Chinese

May 2007, Boston MA

skills

High proficiency in CS5.5 & 6
Illustrator, Photoshop, InDesign, Flash

Microsoft Office
Word, Excel, PowerPoint

Basic HTML/CSS

design on the side

design decals for
nailedkit.com

design wedding collateral (invitations, programs, signage, etc.)

design t-shirts, mugs, and other promotional material

RealCrowd, Inc. // Palo Alto, CA

Lead Visual / Product Designer

April 2014 - Present

- Rebranded and redesigned the website for Realcrowd.com to provide a better user experience and to increase account creation.
- Created wireframes and UI for the product to make complicated investment processes easier. E.g. Investor accreditation process, requesting and sending funds, investment dashboard.
- Worked closely with developers to produce a working product.
- Designed marketing materials to help convert high-net worth investors to invest using the RealCrowd platform - including emails, white papers, postcards, landing pages.
- Extremely involved in the creative direction and copywriting of marketing strategy and materials.

500friends // San Francisco, CA

Visual Designer (Web, Marketing, Product)

May 2012 - October 2014

- Rebranded and redesigned our 500friends.com website, working closely with the VP of Marketing
- Designed marketing material including emails, landing pages, forms (using Marketo platform) to drive traffic to our site
- Worked closely with the marketing team to illustrate and design infographics
- Created comprehensive white-label mockups for sales and biz dev presentations to sell to potential clients, working closely with our Strategy and Customer Success teams
- Layout white papers and case studies
- Worked with CEO, COO, and Sales team to designed and redesign slides and visuals used for sales decks and presentations by developing mock-ups and flows for upcoming future products that help retailers retain lifetime value customers
- Worked closely with Product Managers and Developers to create solutions for improving our client portal to increase productivity and user experience, including different templates for our white label product and making sure that our design can be used across multiple e-commerce marketing platforms (Email templates, widgets, etc.)
- Managed a junior designer.

Jibe Mobile // Mountain View, CA

Visual/UI/UX Mobile Designer (Contractor)

February - July 2012

- Created stories/flows and UI for Jibe Mobile's gaming Arena from the how a user launches the application to how a user signs up to how a user can challenge his friend to play a game in real-time
- Designed icons and full screen video UI for Jibe ON, a cross-platform mobile-to-mobile chat, video, and file sharing application

Sanrio, Inc. // South San Francisco, CA

eCommerce Web Designer & Product Photographer + then some

July 2009 - October 2011

- Took the lead in maintaining Sanrio.com on a day-to-day basis including banner and promotional updates and making sure the correct products are online
- Led designing bi-weekly email marketing campaigns featuring new promotions and products which increased sales by 30% year over year
- Designed new flash banners on the website that feature new products and collections
- Trained and managed the Junior Web Designer with product photography, image preparation, and the Sanrio brand

- Designed and coded microsites like Sanrio.com's holiday greeting card, a holiday gift center and a downloadable eGoodies site with UI and UX in mind while increasing traffic to the eCommerce aspect of Sanrio.com
- Designed custom t-shirts and mugs for promotional items which were also sold on the site
- Manage photography and product image preparation processes including product categorization to maximize user experience on Sanrio.com
- Involved in concept, design, and uploading product banners, promotional banners, and landing pages for the home page and shop pages on sanrio.com, averaging 6-10 different banners a week
- Understand Sanrio's consumer niche to better design and take pictures to increase potential sales through research and finding new, creative, fresh ways to bring Sanrio up-to-date with current online marketing
- Completed email marketing campaign from design to simple HTML coding in Dreamweaver
- Answered customer service phone calls to gain better understanding of customer's needs

Catapult Direct Marketing // Campbell, CA
Print & Web Production Designer
October 2007 - June 2009

- Designed multiple business-to-business emails, landing pages, thank you pages for large technology clients including Brocade, Citrix, PayPal and eBay
- Created meeting maker and postcard pieces for BlueArc, Citrix, Netscout, and Nimsoft
- Involved in concepting new business-to-business direct marketing campaign ideas for companies like Brocade and Xilinx
- Worked on the Fujitsu Coffee Shop Campaign by going to the video shoot, helping with ad comps, being responsible for all the print ad insertions that went to different publications
- Worked on the Seagate account—created their product listings in InDesign, designed emails and helped produce print ads for the "Why Seagate?" campaign
- Went to press-checks for 4-color CMYK offset printed materials

CKR Interactive // Cupertino, CA
Production Designer
June - October 2007

- Helped design and layout recruitment ads for health publications
- Worked with the creative director to concept ideas for new recruitment campaigns
- Mounted and laid out pieces for meetings with prospective clients under time-sensitive situations
- Produced and animated characters for CKR's website development using Flash