



# Boyang Jiao

UX Designer & Researcher

I bring **insights** and **empathy** to my design and research to create value for this beautiful world.

## WORK EXPERIENCE

### UX Design Consultant / Apr 2018 - Present HopeLab

Collaborating with Hopelab and the Center for Humane Technology on a project exploring the positive core of social media platforms. We aim to design a new solution for loneliness felt by teenagers and young adults.

### UX Researcher / Feb 2017 - Aug 2017 Tencent

Conducted user research and proposed design solutions for Tencent mobile games. Facilitated workshops with stakeholders to identify product needs, interpreted data to identify key metrics, and analyzed user behaviors and product features. Facilitated business strategy decision-making by leading research on marketing growth. Achieved 10% growth of ARPU for two mobile games which both have one million DAU. Led user research for two Alpha Testing games.

### UX Designer / May 2015 - May 2018 Freelance

Freelance design work on web, multiple digital devices, etc. Projects involve domains of medical, transportation, and education. Solved complex design problems for my clients through user research, analysis, iteratively explored user stories, branding, interaction frameworks, and UI specifications.

### Co-Founder, Product Designer / Oct 2013 - Dec 2016 One Click

Led end-to-end UX design and research to help guide development of a lifestyle information service platform designed especially for Chinese international students. Led team to define product roadmap and conducted strategic planning. Validated proposed designs through user feedback.


## EDUCATION

California College of the Arts / 2017 - 2018  
MDes - Interaction Design

University of Missouri - Columbia / 2012 - 2016  
B.A. - Psychology

## CONTACT

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## TOOLS

Sketch	Office Suit
Axure RP	Adobe XD
InVision	Balsamiq
Photoshop	Framer.js
Illustrator	Figma
Principle	Arduino
SPSS	Processing
Tableau	InDesign
Premiere Pro	After Effect
Logic Pro	

## SKILLS

Usability Testing  
Lean UX  
Rapid Prototyping  
Journey Mapping  
Motion Design  
Qualitative Research  
Quantitative Research  
Focus Groups  
Competitor Analysis  
Contextual Inquiry  
Diary Studies  
System Design  
Information Architecture