

HAO JIANG

Portfolio

haodesign.me

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Address

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Specializations

UX Research
Interface Design
Interaction Design
Digital Prototyping
Front-end development
(html, CSS, javascript)

Tools

Sketch / Figma
Invision / Principle
Adobe creative suites
3D modeling
3D rendering

EXPERIENCE

Shell | *Product Designer (contract)*

JUL. 2019 - Present SAN FRANCISCO, CA

Led design sprints in APAC offices with key stakeholders and design an MVP for project management and enablement tool to help Shell rapidly penetrate and occupy the distributed energy industry.

Amazon Game Studio | *Product Designer (contract)*

APR. 2019 - JUL. 2019 SAN FRANCISCO, CA

Redesigned Twitch Prime's website to increase 15% user acquisition rate and 30% user retention rate.

Conducted user research, created wireframes, managed design system, iterated through lo-fi and hi-fi, prototyped and conducted validation research.

Collaborated with cross-functional teams (design, engineer, marketing) and presented to different stakeholders within Amazon and twitch.

Tradecraft | *Product Designer*

MAR.2019 - PRESENT SAN FRANCISCO, CA

Tradecraft is a design consultancy that advises high growth startups.
My Clients include:

Strings - conducted heavy user research to better understand the unique value proposition of this social media iOS app, and decided which design features are most salient to its users. Redesigned the content creation flow through task flows, user flows, iconography, and validation testing.

Vords - led the entire design process and designed the product from 0 to 1. Iteratively created and prototyped high-fidelity mockups and interactions for design demonstration and presentation.

HDR.INC | *Architectural Designer*

JAN. 2017 - JAN. 2019 LOS ANGELES, CA

Led design in several domestic and international projects including the Aerospace Cooperation headquarter, the Los Angeles Water and Power facilities, the Cedars-Sinai Medical Center expansion.

Precisely identified project scopes and user needs through hosting client meetings during research. Successfully presented design solutions to different stakeholders.

EDUCATION

University of Michigan

ANN ARBOR, MI

Master of Science in Architecture, Design

AUG. 2015 - APR. 2017

Zhejiang University 浙江大学

HANGZHOU, CHINA

Bachelor of Architecture, Design

AUG. 2010 - APR. 2015