

GONGJIE JIANG

UI/UX & Interaction Designer

Portfolio: <https://gongjiejiang.co>

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 San Francisco, CA

EDUCATION

Interaction & UI/UX Design - MFA (2023-Present)

Academy of Art University, San Francisco, CA

- Coursework: User Experience (I & II), AI production, Front-End & Back-End Development, Motion Graphics, Typography & Brand design.

Visual Communication Design - BFA (2015-2019)

Gannan Normal University, China

- Coursework: Web Development, Color & Graphic Theory, Motion Graphics, Design History.

EXPERIENCE

Web Designer | Marie Dalgar (2020-2022, Full-time)

- Led the **UI redesign** of the e-commerce platform, improving navigation and product visuals, **increasing sales by 30%** in 2021.
- Designed engaging **marketing visuals and UI components**, increasing social interactions and conversions by 35%.
- Collaborated with product teams to optimize digital experiences, ensuring brand consistency across online channels.

FEATURE PROJECT

PETAR - AI-powered Virtual Pet App (2024)

- Conducted **user research with 20+ participants** to identify key emotional support needs, informing AI-driven user interactions.
- Developed **high-fidelity prototypes in Figma**, optimizing onboarding flows and improving user retention by 25%.

MIO - Brand Redesign project(2025)

- Redesigned the brand site, created an AI-driven flavor Lab idea.

KEY SKILLS

Design Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Blender, Unity

UX Research

User Interviews, A/B Testing, Heuristics Evaluation, Usability Testing

Development

HTML, CSS, JavaScript, WordPress

Methodologies & Soft Skills

User-Centered Design, System Thinking, Problem Solving, Collaboration, Clear Communication

CERTIFICATION

Google UX Design Professional Certificate (2024)

LANGUAGES

English & Chinese