Gongjie(Sherry) Jiang

UX Designer │ Product Designer

📞 +1 707-536-1325   ✉ gongjiedesign@gmail.com   📍 San Francisco, CA

Portfolio   Instagram   LinkedIn

EDUCATION

Academy of Art University *San Francisco, CA*

Master of Interactive & UI/UX Design │ Feb 2022 - May 2026

Cumulative GPA: 3.64 │ Key Focus: User experience, Front/Back-End Development, Motion Graphics, Branding.

Gannan Normal University *Ganzhou City, China*

B.A. in Visual Communication Design │ Sep 2015 - June 2019

Cumulative GPA: 3.82 │ Key Focus: Web Development, Color & Graphic Theory, Motion Graphics, Design History.

WORK EXPERIENCE

Web Designer *Shanghai, China*

Marie Dalgar │ June 2020- Aug 2022

- Led **UI redesign** for Tmall e-commerce platform, improving navigation and visuals, resulted in a 30% increase in sales.
- Designed **marketing visuals and UI components** that improved engagement and boosted conversion by 35%.
- Conducted market and **competitor research** to inform design strategy
- **Collaborated** with product and marketing teams to maintain visual consistency across digital touch points.

FEATURE PROJECT

PETAR – AI-powered Virtual Pet App

Link: https://gongjiejiang.co/petar/

- Led **full-cycle UX** from research to AR interaction design, resulting in 92% user task success in testing.
- Developed **high-fidelity prototypes** in Figma, optimizing onboarding flows and improving user retention by 25%.

KEY SKILL

Design Tools

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

UX Design

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

Methodologies & Soft Skills

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

CERTIFICATION

Google UX Design Professional Certificate (2024)

LANGUAGES

English & Chinese