

Jessica Jiang

551-263-2171 | jessica.jiang@gmail.com | jiangxiao.me | New York, NY

SUMMARY

Multidisciplinary designer with 8+ years across **brand identity, UI/UX, and web design**, owning engagements end-to-end from research and strategy through visual systems, prototyping, and launch. Toolkit spans brand strategy and visual systems; responsive web and e-commerce design across Webflow, Shopify, and WordPress; product UX for web and mobile; social media, newsletter, and content campaigns; and short-form video from storyboard through edit. Fine-arts foundation grounded in typography, composition, and craft, applied to scalable digital products and brand systems. Experience across marketing agencies, robotics startups, DTC consumer, pharma/biotech, and creative-platform startups in the US and China.

EDUCATION

NEW YORK UNIVERSITY

MPS in Interactive Telecommunications Program (ITP)

Concentration: Digital/Multimedia Design, Interactive Design/Installation, Tangible Interface, UE5

Aug 2021 - Aug 2023

Brooklyn, NY

GEORGE WASHINGTON UNIVERSITY

BA in Fine Arts (Concentration: Graphic Design, Branding, UI/UX Design)

Jan 2015 - Aug 2016

Washington D.C.

THE COLLEGE OF WOOSTER

Fine Arts (Concentration: B&W Film, Ceramics, Sculpture)

Aug 2012 - Dec 2014

Wooster, OHIO

WORK EXPERIENCE

SMART GRANTS SOLUTIONS

Remote

Contractor — Brand & Digital Designer

Oct 2024 – Present

- Lead end-to-end branding and visual identity systems—logo, color, brand guidelines—establishing consistent presence across all marketing channels.
- Manage multi-platform social content production (LinkedIn, Instagram, Facebook); drive engagement growth through targeted campaigns and data-driven optimization.
- Design and ship monthly newsletter campaigns end-to-end, from copy and layout through deployment, improving open rates and subscriber retention.
- Architect, design, build, and deploy responsive websites with full UI/UX and front-end ownership.
- Produce promotional and educational video content from storyboard through edit for marketing campaigns and grant outreach initiatives.

NO TURN ON RED

New York, NY (Remote)

Founder & Principal Designer

Jul 2024 – Present

- Founder of full-service design studio delivering end-to-end brand identity, website design and development, and product design for startup and SMB clients.
- Voutch — Designed and built a custom **event and concert ticketing website** with bespoke UI, ticket-flow architecture, and brand-aligned content design.
- Shpapi — Led full brand refresh for an **eyewear DTC brand** and built a fully customized Shopify storefront with optimized merchandising and checkout flow.
- InnaRx — Created end-to-end brand identity for a **pharma/biotech company**; designed, developed, and deployed a production-ready marketing website.
- Storyboarder — Designed UX/UI and design system for an **online manga creation and sharing platform**; contributed to product design across creator and reader experiences.

WORK EXPERIENCE (CONTINUED)

APS MARKETING GROUP

Brooklyn, NY

UI/UX Strategist

Dec 2023 – Present

- Led full-cycle web design and development for **10+ client projects** (websites, mobile apps, dashboards), driving an average **20% lift in user engagement**.
- Translated requirements into user personas, wireframes, and prototypes in **Figma and Axure**; ran usability testing and iteration in **Figma and InVision**.
- Designed and managed social media campaigns producing high-impact visuals (**40% average follower engagement lift**); produced collateral (posters, banners, promotional materials) tailored to client brand guidelines.

DESIGNER BRAND LAMFO

Beijing, CHINA

Founder & Visual Design Lead

Mar 2019 – Aug 2021

- Led preliminary branding research and audience analysis with a 3-person team; established brand strategy and built visual identity systems, typography, palette, illustration, iconography.
- Produced full collateral suite including digital ads, video, website pages (desktop and mobile), social media posts, and printed materials; grew **10K+ followers** from scratch.
- Took brand from concept to launch via **CHAO Hotel "EQUILIBRIUM"** window installation, Terri's "Weekend Outdoor Market Under the Sky," and **Chengdu SUNSET CAFE x LAMFO** limited pop-up store; secured multi-publication press and **100K+ social views**.

FORWARD X ROBOTICS

Beijing, CHINA

UI/UX Designer

Mar 2018 – Mar 2019

- Designed marketing visuals across social, collateral, and web; drove significant attention at **CES** and other publicity events.
- Designed full UI for **OVIS smart carry-on luggage app** (ToB), leading UI best practices and asset/library maintenance; supported the **\$1M+ Indiegogo campaign**.
- Designed UX/UI for the ToC **AMR cluster system**, wireframes, mockups, interactive prototypes; usability testing and refinement supported partnerships with **JD, DHL**, and other major logistics companies.

STEMCONNECTOR

Washington, D.C.

Graphic Designer

Mar 2017 – Oct 2017

- Designed and produced marketing materials including flyers, product brochures, and other collateral; actively managed website updates.
- Generated and designed content for social media outreach (LinkedIn, Facebook, Instagram, email); tracked analytics across social, web, and **Google Ads** to identify improvement areas and increase reach.
- Prepared marketing material for the sales team (digital and physical); supported event planning and setup for meetings, seminars, and campaigns.

TOOLS & METHODS

DESIGN & PROTOTYPING

- Front-End: Framer, Webflow, Shopify, WordPress, Wix, Cargo.
- Branding & Strategy: Visual identity systems, design tokens, content strategy, social/newsletter campaigns.
- Research & Process: User personas, journey mapping, wireframing, usability testing, A/B testing, design systems.
- Other: Notion, Jira, Figma Variables, basic Python, video editing (Premiere, CapCut), photography.

LANGUAGES & INTERESTS

Languages: Mandarin Chinese (Native), English (Fluent).

Interests: Interactive installation art, generative design, ceramics, B&W film photography, indie game