

Jiuqi Gao/Jennie

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Education

Savannah College of Art and Design	Savannah, GA
<i>Master of Art in Service Design (School of Business Innovation) & Master of Art in Industrial Design (School of Design)</i>	2021-11/2024
<ul style="list-style-type: none">GPA: 4.0/4.0 (Ranked in the Top 1% of class); Academic Honors Scholarship; Achievement Honors ScholarshipHome+ International Service Design Competition: Winner 2023Shanghai Universities Industry Design Competition: Second Prize 2022	
East China University of Science and Technology	Shanghai, China
<i>Bachelor of Engineering in Industrial Design</i>	09/2017-06/2021
<ul style="list-style-type: none">GPA: 3.6/4.0; Second-class Scholarship; Honoree of Outstanding Graduates/Outstanding Thesis & DesignCommitted to social volunteering and awarded the Social Work Award for 3 years (2018-2020)Odyssey of the Mind World Finals: Third Prize 2015	

Internship Experience

Google X SCADpro – Google Assistance	Savannah, GA
Researcher & UX Designer - Product Team	03/2023-06/2023
<ul style="list-style-type: none">Synthesized Research and Usability Enhancements: Spearheaded quantitative, and qualitative research and usability testing, deriving insights that informed a product strategy that boosted user engagement by 5% and slashed onboarding time by 23%.Integrated Cross-Functional Collaboration and Impact: Facilitated cross-team collaboration, ensuring research insights were strategically integrated into product development, elevating design efficacy and enhancing user experience.Storytelled, Secured Adoption, and Validated Impact: Delivered compelling storytelling to 50+ Google employees, securing product adoption and validating impact through demonstrable improvements in user engagement and retention metrics.	
Per Design	Shanghai, China
UX Designer & Service Innovation Assistant Intern	04/2021-09/2021
<ul style="list-style-type: none">Enhanced User Experience: Led comprehensive user research and integrated findings into UX design, implementing innovative design strategies across 4+ companies' projects that notably improved usability and user engagement.Elevated Brand Recognition: Formulated and executed targeted marketing and brand innovation strategies, catalyzing a measurable uptick in brand recognition (in the KAYOU Project) and ensuring consistent and impactful user interactions.Conducted Product Design: Participated in the product and service design journey from conceptualization through to production from 0 to 1, utilizing design thinking principles, realizing a discernible enhancement in client satisfaction and market impact (in the SIEMENS Project).	
Mega Phase Technology	Shanghai, China
Assistant Designer Intern	03/2020-10/2020
<ul style="list-style-type: none">Strategized for Market Trends: Identified and integrated emerging design trends through implementing diverse research methodologies, for Sizector 3D Camera products, enhancing their market relevance by ensuring continual innovation and adaptation to new application ranges.Optimized Product Designs: Conducted prototype testing across Sizector 3D Camera products and iterated to enhance design efficacy.	

Project Experience

THERAPOD - Healthcare Therapy Pod	Atlanta, GA
UX/Product Designer	09/2023-Now
<ul style="list-style-type: none">Elevated User Accessibility: Designed a user-centric access roadmap for therapeutic pods, boosting user engagement and interaction by 37% within the therapeutic environment through strategic usability improvements.Unified Design and UX: Integrated user experience with pod design, achieving a seamless blend of user interaction and spatial aesthetics.Integrated Innovative Technology: Harmoniously fused immersive design and interactive technology, creating a holistic, safety-compliant therapeutic space from 0 to 1 by incorporating innovative technologies.	
SIEMENS - Air Bathroom Master (Launched)	Shanghai, China
UX/Product Designer	06/2021-09/2021
<ul style="list-style-type: none">Optimized User Experience: Led user research and data-driven prioritization of controlling panel features, fine-tuning the product to elevate consumer appeal and maintain market relevance. Analyzed user behavior and feedback, ensuring being closely aligned with user needs.Enhanced Design Through Prototyping and Testing: Executed design and prototyping through five iterations, leveraging moderated and unmoderated interviews and A/B tests, which culminated in a 26% enhancement in user efficiency and a 34% reduction in the button idleness rate, outperforming comparable products.Achieved Notable Market Presence: Facilitated the production of 50,000+ units, securing a top 10 sales position on JD and Taobao (Two Chinese e-commerce industry giants) within the initial quarter, showcasing agility in the rollout and achieving formidable market penetration.	
KAYOU (China's Card Industry Leader) – Brand Experience Design (Launched)	Shanghai, China
Branding Strategy Designer	04/2021-06/2021
<ul style="list-style-type: none">Led Innovative Design Strategy: Orchestrated a design strategy from 0 to 1 focused on scene, display, brand, serialization, and IP, leading to the pioneering of a novel scene in experience packaging design, capturing significant consumer attention and acclaim.Revitalized Brand and User Experience: Conducted a comprehensive analysis of brand elements, utilizing innovative brand language to elevate brand recall by 25% and consumer association by 15%.Elevated Customer Engagement and Boosted Sales: Applied MOT theory to "Ultraman" IP packaging design, elevating customer purchase intent and unboxing satisfaction by 20% and 17% respectively, and spurring a 13% sales uplift in the initial launch quarter across Shanghai flagship stores and KA super by pragmatically applying the new brand language in packaging designs.	

Certification

Design Research & Insight Translation - Lextant

Specialized Skills

Tools: Figma, Sketch, Adobe (XD, Photoshop, Illustration, InDesign, Premiere), Miro, Rhinoceros 3D, KeyShot, Office, Procreate, Mark Pen
Skills: Quantitative & Qualitative Research, Mapping Methodologies, Information Architecture, Wireframing & Prototyping, Usability Testing, Concept Development, Service Blueprint, Sketching & Rendering, 3D Modeling, Marketing, Branding Strategy, Product Positioning, Consumer & Competitive Analysis, Visual Design, Storytelling, Project Management, Design Thinking, Cross-functional Coordination, Workshop