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Jessie Lian

Education

2021 – Present
M.F.A. Candidate
Lindenwood University

2016 – 2017
UXD Student
General Assembly

2011– 2014
B.B.A in Management
Information Systems, Honors
The University of Georgia

Skills

User Research & Synthesis
Data Analysis & Visualization
Storytelling & Content Strategy
Workshop Facilitation
Personas & Mindsets
Service Blueprints & User Journeys
Information Architecture
High-Fidelity Mockups
Prototyping & Usability Testing

Etc.

Co-Founder of Pezestrians Poetry Group
Poet in ABC's of AAPI Coloring Book
Inaugural Poet at UX Hustle Summit
Poet at Worldwide Vigil for Victims of Atlanta
Guest on UX Hustle Podcast
Published in Star82 Review, Sidewalk
Poetry Press, & elsewhere

Professional Experience

UX Academy Mentor, DesignLab | 2022 - Present
I meet with UX students on a weekly basis and coach them through the entire UX curriculum.

Senior UX Designer, Radical Design Co. | 2020 - 2022
In a small and agile team, I helped rethink & redesign clients' digital experiences, focusing on both big-picture strategy as well as the tactical & beautiful details, while always keeping the mission and end users at the forefront. My primary client was a large healthcare organization, where I acted as an extension of their product team. I helped with projects that re-imagined Women's Health, the Neuro service line, the Referrals & Navigation process, Nurse Managers' experiences, caregivers' experiences, pre-admission testing, e-Commerce, virtual health, and more.

Senior UX Designer, Axis Group | 2017 - 2020
As a part of the Visual Analytics team, I helped clients turn data into action through custom-tailored design & guided analytics, utilizing UI, UX, and data visualization best practices to lead users to insight and action.
- Worked on 20+ projects across a varying number of industries and domains, including sales, procurement, portfolio health, project management, manufacturing, fraud, and marketing. Conducted all parts of Axis' design process, from user interviews to persona creation, mockup creation to prototyping.
- Developed a design methodology with the team to ensure consistent & quality delivery to Axis' customers
- Created a design system with the team, writing the visual guidelines and designing the UI & chart components
- Helped create an interactive half-day design workshop that has now been integrated into all new consultants' training path

UX Designer, Georgia Aquarium | 2017
In a team of three, designed a dive logging app that complements the flow of the dive user while also capture the necessary safety data. Our stakeholder told us with a huge grin, "I kept trying to find something wrong with it- something I could poke holes in- but I couldn't. I got goosebumps."

Technology Consultant, Protiviti | 2014 - 2016
Performed analyses in Excel and Access to both quantify and reduce the financial risk associated with fraudulent activity within clients' IT systems. Led the charge in relaunching the office's Green Team.

Research Assistant, UGA MIS Department | 2013 - 2014
Conducted interviews and literature reviews to help publish an introductory paper for the 2015 AMCIS conference on sustainability, business, and information systems.