




Jenny Shen

UX consultancy helping global organizations design
experiences that bring users joy and give them an
edge in the market



Services

Localization

Website Localization
App Localization
Market Research
Localized Marketing

Strategy

Product Roadmap
Product Market Fit Validation
Value Proposition Design
Competitive Analysis

Training

Corporate Training
Workshop Facilitation
Design Leadership
Mentoring / Coaching

Design Sprints

Problem/Opportunity Identification
Ideation, Sketching and Storyboarding
Rapid Prototyping
User Interviews
Testing and Validation

UX/UI Design

Responsive Web Design
Cross-Platform Product Design
Conversion Rate Optimization
Usability Testing and Surveys
Ethnographic Research



Localization

Adapting a product to different markets goes beyond translations. It requires thoughtful consideration of cultural differences and local preferences. It means knowing what features and content makes users feel confident and motivated to buy. Companies that invest in localization see **an ROI of \$25 for every dollar spent**.

Target Market Specialization

- **Europe:** Germany, France, Spain, Netherlands, United Kingdom, Ireland, Poland, Portugal, Italy, Switzerland, Czech Republic, Austria, Hungary, Romania, Greece, Denmark, Norway, Sweden, Finland, Iceland
- **Asia:** China, Japan, Singapore, South Korea, Taiwan, Hong Kong, Vietnam, Indonesia, Malaysia, Thailand, India, Philippines, Cambodia
- **North & South America:** Brazil, Argentina, Mexico, United States, Canada

Services

- Website Localization
- App Localization
- Market Research
- Local User Personas
- Localized Typography, Visuals, and Layouts
- Localized Marketing Copy and Terminology
- Adapting to Local Devices and Screen Sizes
- Localization/Internationalization Process Optimization
- Localization/Internationalization Playbook Development
- Localization/Internationalization Workshops

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Let's work together!

Contact me to:

- Localize your product for European or Asian markets
- Get help validating a product idea, run a design sprint, conduct user research, or improve your user experience design
- Guide your staff on UX strategy and best practices

Get in touch:

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