




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



Training & Workshops Starting from €3500

Sometimes even the very best of teams get stuck and need help with decision-making. Or you want fresh ideas and expert guidance. Through interactive workshops and insightful talks, I share valuable UX and localization best practices.

Workshops and corporate training are customized for your needs. I can also create something specifically for your organization from scratch.

Topics

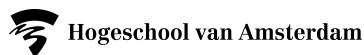
- Cross-cultural UX design
- Cross-cultural research
- Persuasive design
- Lean UX research
- Customer journey mapping
- Remote work

Corporate and educational training given at:

Booking.com

PIXNET

INVISION



Jenny Shen

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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