




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



UX/UI Design

Starting from €4000

As a UX/UI design expert, I've helped countless of companies define, revamp and optimize their product user experiences. From shaping the future of travel planning to helping marketers tell stories with AI-powered data software, I've designed for users, markets and industries around the world.

Select work

- Helped Neiman Marcus and Crate&Barrel optimize eCommerce experiences, mobile UX and check-out flows
- Helped TravelBird, an online travel agency present in 17 countries, increase conversion rate by 10% with UX optimization and A/B tests
- Helped Dynasource simplify a complex B2B product by understanding users and visualizing data in interesting and meaningful ways
- Helped Domicile, an accommodation booking app for business travelers, design visually engaging and modern interfaces
- Helped Deskbookers users find meeting and coworking spaces easily, and optimized the booking flow for different account types

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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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