lori jiang
Experience Designer

DESIGN EXPERIENCE

UX/UI Designer | Kia *(Academic Project)*
Feb 2024 - Mar 2024, Remote
- Collaborated in a team of 5 senior-level design students to enhance Kia's desktop website, streamlining the transition between online and in-person car buying
- Conducted user research via secondary research, surveys, competitive analysis and testing to frame problem space and inform design decisions
- Created low-fidelity wireframe sketches and high-fidelity interactive prototypes on Figma to communicate design intent and interactions
- Presented designs to teaching team and industry professionals, improving on weekly feedback to achieve highest grade in class

UX/UI Designer | Heritage Burnaby *(Academic Project with Client)*
Sep 2023 - Dec 2023, Remote
- Led team of 6 in the conceptualization and execution of new community story-sharing feature for Heritage Burnaby's interactive map, addressing client and user needs
- Developed a style guide consistent with the client's design system to ensure design coherence
- Synthesized user research into personas, journey maps, and storyboards to better understand user needs and frame problem space
- Co-hosted hour long participatory workshop using design thinking techniques with 5 participants
- Created low-fidelity wireframes and mid-fidelity interactive prototypes in Figma

Design Evaluator | Surrey City Orchestra *(Academic Project with Client)*
Nov 2023, Remote
- Evaluated Surrey City Orchestra's website on desktop through heuristic evaluation and usability testing using the think-aloud method
- Synthesized and analyzed data using affinity diagramming to propose actionable solutions for the client

OTHER EXPERIENCE

Private Math Tutor | PD Plus Tutoring
Jul 2022 - Feb 2023, Coquitlam
- Leveraged communication skills to build rapport and adapt teaching methods to match students' specific needs
- Supported 8 students (grade 8-12) in meeting their academic goals, boosting one student's Pre-Calculus 11 grade by 20% in 4 months

Keyholder, Server | Bourbon St Grill
Jan 2016 - Mar 2022, Coquitlam
- Anticipated customer needs to create exceptional experiences in fast-paced environment
- Managed restaurant opening, closing, and cash balancing independently

CONTACT

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EDUCATION

Simon Fraser University
BA, Interactive Arts & Technology (Concentration in Design)
Jan 2022 - Dec 2025 (Expected Graduation)

University of British Columbia
BA, Psychology
Sept 2017 - May 2021

SKILLS

Design Methods
Qualitative Research
Quantitative Research
Illustration
Wireframing
Interactive Prototyping
Usability Testing
Heuristic Evaluation
User Journey Maps

Toolkit
Figma
ProtoPie
Miro
Photoshop
InDesign
Illustrator
Google Suite

Coding
HTML/CSS
Python