Jennifer Ng

Design Strategy
User Experience
Design Research
Product Design

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SUMMARY

Over a decade in user experience with a focus on interpreting human behavior to provide the foundation for consumer-facing experiences

RELEVANT EXPERIENCE

Senior User Researcher @ San Francisco Digital Services
October 2022 – Present
- Lead research that shapes SF.gov and the future of digital service delivery, while also building research capacity to enable Digital Services to be a hub of research excellence for the local government

Design and Research Consultant
February 2012 – October 2022
- Clients included Mayo Clinic, Amgen, Barnes & Noble, eatsa, GoPro, Jiobit, Livongo Health, Quiet Revolution, Future Medical Systems
- Led product design and design strategy for consumer and enterprise experiences with executive and cross-functional stakeholders
- Evangelized user experience design to organizations unfamiliar with user experience to enable stakeholder buy-in

Research Lead @ Instagram
January 2020 – February 2022
- Planned and executed large complex projects in ambiguous research spaces to identify new product opportunities and new workstreams
- Translated new and existing research insights into actionable recommendations to leadership to influence key business decisions
- Led qualitative user research functions on product teams and product groups through foundational and evaluative research

Design & Research Lead @ Vida Health
August 2018 – December 2019
- Led product design and user research functions, collaborating with stakeholders around the company to inform decision-making and shaping the company vision toward accomplishing business goals
- Championed the design team's work and philosophy with cross-functional collaborators and executive leadership
- Served as the primary user research expert by creating user research toolboxes, leading design sprints, and evangelizing user needs

Principal Product Designer @ Fitbit
July 2017 – July 2018
- Identified high-stakes research questions and drove research projects as the primary stakeholder for new digital health initiatives

- Mentored team members in best practices and career development

User Experience Researcher @ HP webOS Palm
February 2011 – February 2012
- Led all design research for communication and productivity apps
- Led ideation sessions across teams, impacting UX strategy

User Experience Designer/Researcher @ Nectarine Group
April 2009 - February 2011
- Led design research initiatives to inform and guide design through guerilla interviews, competitive analysis, social media anthropology
- Designed and facilitated brainstorming sessions to immerse the team in the product space and generate innovative concepts

User Experience Designer @ Method
March 2007 - November 2008
- Led and analyzed user research including focus groups, in-home visits, in-depth interviews, and usability testing
- Semi-finalist out of 20+ company-wide entries in an internal innovation competition

EDUCATION   Carnegie Mellon University
Masters of Human-Computer Interaction

University of California, Berkeley
B.A. in Cognitive Science with an emphasis in Computational Modeling