

# Jennifer D. Ng

UX Strategy  
User Experience  
Design Research  
Interaction Design

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**Objective** To develop and deliver an design strategy based on design research in a creative, analytical team-oriented environment

**Relevant Experience** **Nectarine Group**, Palo Alto, CA  
*User Experience Designer* (April 2009-present)

- Led design research initiatives to inform and guide design through guerilla interviews, competitive analysis, social media anthropology
- Managed interaction design of convergent television-based user interfaces, e-book readers, digital cameras, tablets, and mobile applications from design research to ideation to information architecture
- Designed and facilitated brainstorming sessions to immerse teams in the product space and generate innovative concepts
- Managed a flash developer closely to deliver a feature-complete demo of a television-based system presented at IBC 2009
- Partnered with clients to develop an user experience strategy for a solution that best fit their core competency and business needs

**GlideTV, Women 2.0, Organic, Stanford, YoProCo**,  
*Freelance User Experience Consultant* (December 2008-January 2010)

- Approached Women 2.0 to redesign their website, developing a brand strategy and interaction framework
- Recruited and managed a team to design and develop the site and CMS
- Provide user experience guidance and strategy for various entrepreneurial products, working closely with the founders

**Method**, San Francisco, CA  
*User Experience Designer/Researcher* (March 2007-November 2008)

- Led and synthesized user research including focus groups, contextual inquiries, and usability testing
- Designed and conceptualized interfaces for television, web, games and mobile
- One of the finalists in an internal innovation competition on the pre-launch Android platform with an idea of mobile health tracking service app

**Spongecell**, San Francisco, CA  
*User Experience Engineer* (August 2006-February 2007)

- Managed all user experience design of a web-based consumer application including user needs analysis, translation of business requirements into design, and usability testing
- Worked closely with the executive team to develop product concepts

**Carnegie Mellon University Human Computer Interaction Institute**, Pittsburgh, PA  
*Research Assistant* (August 2004-August 2006)

- Led user research through interviews, focus groups and contextual inquiries to understand user's mental model of an event service and to guide its design

**LotterShelly**, Pittsburgh, PA  
*Interaction Designer* (January 2006-March 2006)

- Designed layouts of usable web-based applications from wireframes to high-fidelity mockups for financial companies and local hospitals

**Education**      **Carnegie Mellon University**  
 Masters of Human-Computer Interaction, May 2006

**University of California, Berkeley**  
 B.A. in Cognitive Science with an emphasis in Computational Modeling, May 2004

<b>Skills</b>	<b>Usability Evaluation</b> Contextual Inquiry, Interviews, Concept Validation, Surveys, Think- aloud Protocol, Heuristic Evaluation, Cognitive Walkthrough, Task Analysis	<b>Design Methods</b> Focus Groups, Directed Storytelling, Affinity Diagramming, Design Re- labeling, Low-fidelity Prototyping, MakeTools, Personas	<b>Tools</b> Omnigraffle, Illustrator, Indesign, Powerpoint, Photoshop, Premiere, Keynote, UserVue
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<b>Interests and Specialties</b>	Alternate Reality Gaming Social Media Multimodal Interfaces Cross-Platform Interfaces Service Design	Mobile Interfaces (Android, iPhone, etc.) Television Interfaces Convergent Devices Location-Based Applications Consumer Devices
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**Publications**      Ng, J., Terleksi, J., Hong, J. Whisper: Analysis of a Community Event Service. In Proceedings of Conference on Human Factors in Computing Systems (CHI2006). Montreal, Canada.

Kim, E., Koh, B., Ng, J., Su, R. myPyramid: Increasing Nutritional Awareness. In Proceedings of Conference on Human Factors in Computing Systems (CHI2006). Montreal, Canada. Achieved 2nd round in Student Design Competition.

Hong, J., Ng, J., Lederer, S., Landay, J. Privacy Risk Models for Designing Privacy-Sensitive Ubiquitous Computing Systems. Designing Interactive Systems 2004 (DIS2004). Boston, MA.

<b>Selected Clients</b>	Boxee Closet Couture CNN DeCarta Electronic Arts Intel Job for Homeless Consortium Kodak Motorola Office of Naval Research	Roku Sony Entertainment of America Sony Consumer Electronics Sun Microsystems Ugobe Visa Virrata Games Wize Xythos
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