

Jennifer D. Ng

UX Strategy
User Experience
Design Research
Interaction Design

San Francisco, CA 94110
415.683.0693
jennifer@think-ng.com
www.think-ng.com

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

Relevant Experience **HP webOS Palm**, San Francisco/Sunnyvale, CA
User Experience Researcher (February 2011 - present)

- Lead all design research efforts for communication and productivity applications, partnering closely with interaction and visual designers
- Independently conduct in-lab usability tests on various applications on the TouchPad and other mobile products
- Develop and lead design concepting sessions across teams, impacting future innovation and experience strategy

Nectarine Group, Palo Alto, CA
User Experience Designer/Researcher (April 2009 - February 2011)

- Led design research initiatives to inform and guide design through guerrilla interviews, competitive analysis, social media anthropology, heuristic evaluations
- Managed interaction design of television UI, digital cameras, tablets, e-book readers and mobile apps from design research to information architecture
- 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, Zindagi
Freelance User Experience Consultant (December 2008 – January 2010)

- Led and analyzed in-home visits with families to understand typical financial habits
- Moderated over 20 usability sessions in one week
- Recruited and managed a team to design and develop a site and CMS
- Provide user experience strategy for various entrepreneurial products

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

- Led and synthesized user research including focus groups, contextual inquiries, heuristic evaluation 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, heuristic evaluation 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

Skills**Usability Evaluation**

Concept Validation, Surveys, Think-aloud Protocol, Heuristic Evaluation, Cognitive Walkthrough, Task Analysis, Mental Models

Design Methods

Contextual Inquiry, Focus Groups, Directed Storytelling, Affinity Diagramming, Design Re-labeling, Low-fidelity Prototyping, MakeTools, Personas

Tools

Omnigraffle, Illustrator, Indesign, Powerpoint, Photoshop, Premiere, Keynote, UserVue

Interests and SpecialtiesAlternate Reality Gaming
Social Media
Multimodal Interfaces
Cross-Platform User Experiences
Service DesignMobile Interfaces (Android, iPhone, etc.)
Television Interfaces
Location-Based Applications
Embedded Devices
Entertainment**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.

Selected ClientsBarnes & Noble
Boxee
BMW
Carnegie Mellon University
Closet Couture
CNN
DeCarta
eBay
Electronic Arts
Intel
Job for Homeless Consortium
Kodak
Motorola
Office of Naval ResearchPinchd
Roku
Sony Entertainment of America
Sony Consumer Electronics
Sun Microsystems
Ugobe
Visa
Virrata Games
Whirlpool
Wize
Women 2.0
Xythos
Zindagi