

# Jennifer D. Ng

UX Strategy  
User Experience  
Design Research  
Interaction Design

San Francisco, CA 94110  
925.330.7062  
jennifer@think-ng.com  
www.think-ng.com

**Objective** To deliver design concepts based on a strategy developed from design research and analysis 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 and mobile devices from design research to ideation to information architecture
- Designed and facilitated brainstorming sessions to immerse the team 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 Designer/Researcher* (December 2008-present)

- 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

**UCB Computer Science Department - Group for User Interface Design**, Berkeley, CA  
Research Assistant (September 2003-August 2004)

- Designed and evaluated interfaces of location-based mobile applications based on user research including user interviews, usability testing, and competitive analysis

**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**

Contextual Inquiry, Interviews, Concept Validation, Surveys, Think-aloud Protocol, Heuristic Evaluation, Cognitive Walkthrough, Task Analysis

**Design Methods**

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 Specialities**

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

**Selected Clients**

Boxee  
Closet Couture  
CNN  
DeCarta  
Electronic Arts  
Intel  
Job for Homeless Consortium  
Motorola  
Office of Naval Research

Roku  
Sony Entertainment of America  
Sony Consumer Electronics  
Sun Microsystems  
Ugobe  
Visa  
Virrata Games  
Wize  
Xythos