

Jennifer Ng

Design Strategy
User Experience
Design Research
Product Design

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SUMMARY Over thirteen years in user experience with a focus in interpreting human behavior to provide the foundation for consumer-facing experiences

RELEVANT EXPERIENCE **Design & Research Lead @ Vida Health**
August 2018 - present

- Lead product design and user research functions, collaborating with stakeholders around the company to accomplish business goals while enabling Vida to use its product design as a key differentiator
- Empower team members to proactively lead iteration cycles with stakeholders and push designs forward according to the team's vision and understanding of the business goals
- Drive the design team philosophy by championing the team's work with cross-functional collaborators and the executive team
- Manage and mentor designers on the team, fostering a collaborative and positive environment
- Incorporate qualitative research approaches, harnessing the power of generative and evaluative research to inform decision-making for product and design strategy
- Serve as primary expert on user research by creating user research toolboxes, leading design thinking workshops, and evangelizing findings
- Maintain and build design team workflows that ensure that designs delivered are in line within a design system framework and process

Principal Product Designer @ Fitbit

July 2017 – July 2018

- Identify high-stakes research questions and drive research projects as the primary stakeholder
- Led design for digital design initiatives like health tracking
- Mentor young team members in best practices and career development

Design and Research Consultant

February 2012 – July 2017

- Clients included Mayo Clinic, Amgen, Barnes & Noble, eatsa, GoPro, Jibit, Livongo Health, Quiet Revolution
- Led product design and design strategy for consumer and enterprise experiences with C-level stakeholders
- Built collaborative bridges across Product, Design, Marketing, R&D, Engineering, and Clinical
- Evangelized user experience design to organizations unfamiliar with user experience to enable stakeholder buy-in
- Managed a researcher to continue the usability research

User Experience Researcher @ HP webOS Palm

February 2011 – February 2012

- Lead all design research efforts for communication and productivity apps, partnering closely with designers
- Develop and lead ideation sessions across teams, impacting future innovation and experience 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, 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, May 2006

University of California, Berkeley

B.A. in Cognitive Science with an emphasis in Computational Modeling,
May 2004