

# Jia Jie Saw

## UX Designer

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## Skills

Wireframing | Storyboarding | Prototyping | UI Design | Usability | Testing | Information Architecture | User Research | User Interviews | Personas | Site Map | User Journey | Card Sorting | Competitive Analysis | Heuristic Analysis | 3D Modeling | Animation | Figma | Sketch | Adobe XD | Miro | Adobe Creative Suite | MAYA | Cinema 4D

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## Experience

### More Voltage LLC / UX Designer

January 2024 - PRESENT, ONLINE

- With a team of UX Designers, we are researching and designing an AI software application to provide free lessons for users to learn new skills.
- Implement a user-centered design approach, leading to a marked improvement in application usability and customer satisfaction.

### Hobbes / Creative Lead

August 2023 - April 2024, Detroit, MI

- Produced a drone show of the story Hercules as an industry design project to create a large story-type show utilizing drones. As creative lead, I worked with artists and designers, developing the concept art and storyboards into animations and actual 3D representation via drones. This project will "air" live in Summer 2024.

### Ivy's Axolotl / Lead Artist, Lead Designer

August 2023 - December 2023, Seattle, WA

- Redesigned the company's branding standards to align visual design for product development and marketing. With significant research, I redesigned the logo, theme, merchandise, and box packaging. The completed style guide organized the company's branding and went into effect in December 2023.
- Created and implemented design strategies, style guides, and branding standards, resulting in a cohesive brand identity for the company.
- Conducted iterative design reviews, enhancing the quality and consistency of visual outputs and ensuring alignment with project goals and brand values.

### Springboard / UX Design Trainee

April 2023 - March 2024, ONLINE

- Mastered skills in sketching, wireframing, interaction design, prototyping, and usability testing as part of a framework focused on user-centered design's discovery, design, and evaluation phases.
- Designed and developed an app specifically for Purdue University students, offering a streamlined platform to find apartments near campus. The app features intuitive navigation and filters to simplify the search process, tailored to the needs of the student community.
- Conducted a design sprint project titled "GramCity." The project's primary goal is to evolve the app into a feature that helps users discover the most photogenic locations in any city, from tourist hotspots to unique public art installations.

## Education

### Springboard / UX Design Certificate

April 2023 - October 2023, ONLINE

6 months of intensive course in UX methodologies and technologies

### Purdue University / B.S. Animation & Visual Effects Compositing

August 2021 - May 2024, West Lafayette, IN

GPA 3.53; Dean's List, Continued Good Standing