

JEAN LAI

609.468.8806 | ms.jeanlai@gmail.com | www.injeani.us

PROFESSIONAL EXPERIENCE

PFIZER, NEW YORK, NEW YORK

OCTOBER 2018 – PRESENT

UX/UI Design Consultant

- Facilitate ideation workshops with focus groups to deliver design thinking solutions and internal process improvement
- Synthesize user interviews and research, design and present prototypes and mock-ups for clients to test during design sessions
- Collaborate with clients to understand user needs, develop information architecture for mobile application and design screen flow using low-fidelity wireframes and high-fidelity prototypes designed in Sketch and Proto.io

THE CODING SPACE, NEW YORK, NEW YORK

JANUARY 2018 – MARCH 2018

Advanced Coding Instructor

- Educate and empower 3rd thru 5th grade students with critical thinking & programming logic to advance their computer skills
- Administer online training curriculum for JS and HTML/CSS coding languages using Socratic learning methodology

HACKERX, NEW YORK, NEW YORK

SEPTEMBER 2017 - PRESENT

Program Director

- Lead & facilitate events for the HackerX community comprised of 10+ companies & 60+ candidates across NJ/NY locations
- Coordinate and execute program initiatives, planning and logistics with hiring recruiters and host company for full-stack roles

PIVOT BRANDS, NEW YORK, NEW YORK

SEPTEMBER 2016 – SEPTEMBER 2018

UX/Front-End Designer

- Strategized & designed wireframes and prototypes for web and mobile interfaces using Balsamiq and InVision applications
- Developed front-end HTML/CSS for multiple e-commerce projects in React framework from inception to completion

MEDIAMATH, NEW YORK, NEW YORK

OCTOBER 2015 – DECEMBER 2015

Product / UX Designer

- Developed an educational iPhone app that allows existing and prospective New Marketing Institute clients the ability to enhance their digital marketing skills through various games related to the NMI training curriculum
- Created user stories, mock-ups, wireframes & prototypes of mobile application using Balsamiq, Marvel and InVision
- Designed digital assets including promotional marketing & branding materials and all mobile user interface assets with Adobe Photoshop

HBO (HOME BOX OFFICE, INC), NEW YORK, NEW YORK

MARCH 2014 – APRIL 2016

Senior Business Analyst – Business and Media Software Engineering

- Developed Cross-Platform Dashboard combining viewership metrics across media channels & reducing manual effort by 80%
- Defined workflow process for integrating non-linear data sources and automating feeds into existing reporting data structures
- Created functional and non-functional requirements, use cases, and test plans to be assessed & implemented for development
- Performed requirements gathering and UAT for in-house content delivery application using Agile development methodology
- Managed on-/off-shore client relations including Scheduling, Program Planning, Digital Products teams, & third party vendors

GOOGLE ADWORDS ONLINE MARKETING CHALLENGE, NEW YORK, NEW YORK

MARCH 2013 – MAY 2013

Campaign Manager

- Introduced Google AdWords for boutique wine store to maximize client's online presence and build brand awareness thru effective keyword selection on Google Search and Display networks with allotted \$250 budget
- Implemented Google Analytics & AdWords to evaluate customer behavior while monitoring website performance & KPIs over the course of a 3-week period in order to make cost-saving and value-added recommendations
- Enhanced client's website with traceable body content, page titles, metadata and alt tags for Search Engine Optimization (SEO)

GRAPHIC COMMUNICATIONS MANAGEMENT ASSOCIATION, NYU SCPS, NEW YORK

SEPTEMBER 2012 – MAY 2013

Webmaster

- Maintained student organization website with relevant news, events, and digital content to inform participating club members
- Created marketing flyers, email campaigns and managed social media activity to attract new and existing followers on Facebook group & program page

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GYRO: UK, LONDON, UNITED KINGDOM

MARCH 2012

Designer & Creative Strategist

- Crafted competitive Social Media CRM strategy in 4-weeks for global ad agency, Gyro's, live client, Virgin Atlantic Airways
- Integrated micro-marketing tactics while leveraging social media channels in creative brief to increase brand awareness, strengthen identity and gain expatriate market share over competitors through clear positioning and customer experience storytelling
- Pitched big idea at London office to Gyro executives and NYU Advisory Board using cloud-based presentation tool, Prezi

L'OREAL USA, BERKELEY HEIGHTS, NEW JERSEY

JUNE 2008 – FEBRUARY 2014

Senior IT Business Analyst – Marketing, Sales & Business Intelligence (BI)

- Designed overall architecture and implementation of 1500+ SP Wiki pages containing instructional videos & resource materials
- Conducted enterprise BI tool trainings for over 600+ business partners in New York, New Jersey & Puerto Rico office locations
- Managed creative assets, email marketing, and project deliverables with SharePoint Designer & Adobe Photoshop to increase engagement and gather marketing insights from a community of 1200+ employees worldwide.
- Developed SP user interface and library structure for 12+ divisional brand portals to optimize sales force processes & efficiency
- Piloted data visualization dashboards and interactive POCs via mobile BI applications, Excel web services and MS BI Stack

SVM E-BUSINESS SOLUTIONS, SOMERSET, NJ

JULY 2007 – MAY 2008

Web Developer

- Executed strategic online marketing and web development projects through technical fluency of HTML/CSS languages
- Coded ASP/PHP websites for B2B, non-profit and industrial-based companies (e.g. Discover Financial), using Dreamweaver
- Resolved client issues using eRooms Content Management System to log website enhancements and track project lifecycle

EDUCATION

New York University, New York, NY

JUNE 2011 – MAY 2013

M.A. in Graphic Communications Management & Technology

Rutgers University, New Brunswick, NJ

SEPT 2004 – MAY 2008

B.A. in Information Technology & Informatics, Minor in Sociology

University of Melbourne, Victoria, Australia – *Undergraduate Study Abroad*

SPRING 2007

SKILLS SUMMARY

- **Applications/Software:** Adobe Creative Suite, SAP Business Objects, SQL Enterprise Manager, Notepad ++, GitHub, MS Office, Publisher, SharePoint, Tableau, Sublime, Atom, JIRA, Confluence, Clarity, Slack, Prezi, Wordpress
- **Wireframing Tools:** Sketch, Figma, Proto.io, Draw.io, Justinmind, InVision, Balsamiq, Marvel
- **Programming Languages:** HTML5, CSS3, SQL, jQuery

CERTIFICATIONS & AWARDS

- **Winner of Blockchain for Social Impact Award**, ConsenSys, NY NOVEMBER 2017
- **Honorable Mention Award**, 48in48 Hackathon, NY NOVEMBER 2016
- **Business Analysis Certified Professional**, Learning Tree International, NY APRIL 2012
- **.NET Enterprise Application Development Certified Professional**, Learning Tree International, NY SEPTEMBER 2011

PROFESSIONAL DEVELOPMENT

- **Miami Ad School**, Art Direction, NY JANUARY - MARCH 2017
- **The Startup Institute**, Web Design, NY OCTOBER 2015
- **General Assembly**, Front End Web Development, NY MARCH 2014