

# Jiahao Chen

UX Designer | Design Strategist

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## EXPERIENCE

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### Founding Product Designer | Aplus Staffing Agency

Oct 2025 – Present

Placentia, CA

- **Web & Experience Design:** Spearheaded the **end-to-end** redesign and development of the company website **from the ground up**, establishing full Information Architecture (IA) and **scalable backend data infrastructure for content and service management**. Successfully launched the platform, achieving a **364% increase** in user viewing and retention rates. Established a phased roadmap for continuous product updates.
- **Strategic Conversion Design:** Designed and orchestrated a high-conversion automated outreach ecosystem, optimizing the customer engagement pipeline to boost cold email open rates from **27% to 65%**, effectively automating manual workflows equivalent to **two full-time employees**.
- **Design Operations & Strategy:** Authored the company's comprehensive Design Handbook and developed standardized templates, ensuring long-term consistency in design language and brand identity. Created the official Service Introduction Manual.
- **Process Automation & CRM:** Architected and deployed an automated email sorting and CRM tracking system, reducing manual screening and tracking time by **93%**.
- **Knowledge Management:** Built a cross-functional internal automation system (Email-Notion-Google Drive) that streamlined resource access for management and staff, improving overall work efficiency by **23%**.
- **Client & Project Implementation:** Managed end-to-end client projects, acting as the primary point of contact for requirements gathering, progress tracking, and delivery.
- **Marketing Collateral:** Designed and produced a wide range of promotional materials, including brochures, roll-up banners, and table displays to support sales and marketing initiatives.

### Co-Founder | Shariayan Partners LLC

Mar 2025 – Present

Boston, MA

- Advised startups in education and technology sectors on eCommerce UX, branding, and digital optimization, improving engagement by **40%** in pilot programs.
- Designed Figma-based design systems and responsive websites, ensuring scalable and accessible user experiences.
- Produced 10+ short digital films and interactive content to support online engagement strategies, streamlining workflows by **30%** and enhancing customer-facing experiences.

### UX Designer, Product Manager | Toolboxes AI Inc.

Aug 2023 – Apr 2024

New York, NY

- Led UX design for an AI-powered digital platform, creating 20+ user interfaces from concept to launch, focusing on usability, accessibility, and customer-centric design.
- Developed a Figma-based design system, ensuring inclusive design practices and consistent user experiences across products, while enabling scalability for future features.
- Conducted user interviews, usability testing, and A/B experiments, improving task completion rates by **30%** and reducing post-launch defects by **20%**.
- Partnered with 30+ cross-functional stakeholders (designers, developers, and PMs) to align UX strategy with business goals, ensuring smooth integration and on-time delivery of complex workflows.

- Led end-to-end UX design for a large-scale digital service platform serving **500,000+ families**, implementing a scalable design system that reduced operational costs by **25%** and improved workflow efficiency across teams.
- Redesigned backend and customer-facing interfaces, improving usability and accessibility, and documented standards to ensure consistent experiences across future releases.
- Conducted 100+ interviews and analyzed 500+ survey responses, translating insights into intuitive user flows that increased engagement and reduced drop-off rates.
- Designed and launched a career development app connecting schools, enterprises, and the labor force, achieving adoption by **100,000+ users** and strengthening multi-stakeholder collaboration.

UX Education Counselor | Lihua Xinchen Education

2023 – Present

Boston, MA (Freelance)

- Mentored 100+ students and professionals in UX, interaction design, and product design, with **95%** satisfaction and **80%** reporting career advancement.
- Developed customized training programs that simplified complex design concepts, strengthening participants' ability apply UX methods in real-world projects.
- Recognized for strong communication and influencing skills, fostering collaborative learning environments and supporting professional growth.

EDUCATION

M.P.S. Design Management   Pratt Institute	2022 – 2024
(Top 5 in U.S. Art & Design)	New York, NY
B.F.A. New Media Design   Rochester Institute of Technology	2014 – 2019
	Rochester, NY

SKILLS & TOOLS

Strategy & Research	UX Strategy, User-centered Design, Information Architecture (IA), Design Thinking, Service Design, Customer Journey Mapping, User Personas, Persona Hypothesis, Competitor Analysis, A/B Testing, Usability Testing, Tree Testing, User Interviews, Inclusive Design, Accessibility (A11Y), Sustainability Design
Interaction & UI Design	User Interface Design (UI), Interaction Design, Design Systems, Responsive Design, Prototyping, Wire-framing, Mockups, Concept Sketches, Motion Design, Graphic Design
Product Management	Agile Project Management, Stakeholder Management, Jira, Slack, Notion
Tools & Technical	<b>Design:</b> Figma, Adobe XD, Sketch, Axure RP, InVision, ProtoPie, Miro, Adobe Creative Suite (Photoshop, AI, AE, Pr) <b>Dev/Data:</b> HTML, CSS (Basic), SQL (Basic), Python (for UX data analysis)

SELECTED PROJECTS & AWARDS

**Design & Business Strategy Project | Pratt Institute (2023):** Led partnership with PepsiCo's Naked Juice; conducted research to boost brand positioning.

**Awards:** Emerging Scholar Award in Sustainability (2024), Seemann-Burse Fund Award (2023), dmi: Student Essay Winner (2023), Emerging Scholar Award in Design Principle and Practice (2023)