

Jenny Liu Zhang

Design Leader

jenny@jenny.world · jenny.world

Experience

Dorsia

Mar 2022–Aug 2024

Founding Senior Designer

Remote, Miami, FL

- One of 3 cross-functional designers creating and scaling the flagship mobile booking product (60K+ users), the restaurant and concierge-facing web apps, and the multi-channel editorial and brand presence.
- Designed end-to-end UX/UI and worked with engineers to launch over 36 app features in 2 years, including Dorsia Payments, Split Pay, the Dorsia OS for restaurants, the concierge dashboard, and partnerships with Dom Pérignon and TAO Group.
- Managed and operated marketing design strategy for 12 markets, including New York, Miami, London, France, and Spain..
- Worked closely with company leadership on presentations, supporting a successful fundraising round led by Index Ventures.

Plot Twisters

Apr 2019–present

Founder, Managing Director

Remote, USA & UK

- Leading an EdTech organization of 8 artists, researchers, designers, and technologists to create an online game world for nurturing personal narrative building in youth, integrating mixed-methods research and design.
- Winner of \$50,000 top grant prize for OpenIDEO Designing for Digital Thriving.
- Spearheaded presentations and exhibitions at 4 conferences hosted by the Oxford Internet Institute, Cambridge Digital Humanities, and the Diverse Intelligences Summer Institute at St. Andrews.
- Established 8 multi-year partnerships with educators, civic nonprofits, and psychology labs.

Freelance Design & Development

Apr 2020–Mar 2022

Self-Employed

Remote, USA & UK

- Specializing in digital UX/UI design, product strategy, graphic design, and front-end web development for 12+ clients, including SOSHE Beauty, Wright Electric, and HAGS (acquired by Snap Inc.).

verynice

Jun 2019–Apr 2020

Creative Strategist

Los Angeles, USA

- Led product strategy, brand audits, organizational ethnography, and design for social impact design studio. Clients included Keep A Breast Foundation, UNICEF, Women's Refugee Commission, and American Heart Association.
- Published methods as pro bono toolkits and facilitated design strategy workshops in the U.S., Mexico, and Colombia.

Adobe

Jun 2018–Dec 2018

Product Management Intern

Los Angeles & San Francisco, USA

- Collaborated with a new team to conceive Creative Cloud Education, a platform for potentially 45M U.S. students to explore creative tools in math, english, and science.
- Conducted and analyzed 17 in-depth research interviews and led market analysis of EdTech competitors.

User Experience Design Intern

- Strategized user navigation logic and page design for consumer and business users of the Adobe.com website.
- Designed interface variants and conducted A/B usability tests to validate layouts.

Market Research Consultant

- Conducted and analyzed 40+ surveys and qualitative interviews with young digital creators to inform the design of student-facing portals on Adobe's Behance.

Education

University of Edinburgh, Edinburgh Futures Institute

2022–2025

Master of Science in Narrative Futures: Art, Data, Society

Edinburgh, UK

- Pursuing MSc in interdisciplinary narrative studies, focused on ethics of digital design and artificial intelligence.
- Thesis: "Narrativity in Technology Design: A Process of Social-Ecological Resilience"

University of Southern California, Iovine & Young Academy

2015–2019

Bachelor of Science in Arts, Technology and the Business of Innovation; Minor in Narrative Structure

Los Angeles, USA

- Trustee Scholar: Full-tuition merit scholarship for four years.
- One of 22 students selected for the 2nd cohort of the Iovine and Young Academy for integrated studies in art, technology and entrepreneurship. Personalized concentrations in Interface Design and Narrative Research Methods.
- Capstone: "Plot Twisters: Personal storytelling interfaces for students in the 21st century."