Jon Shih

UX design lead and technical generalist with 10+ years' experience envisioning and creating compelling digital products and experiences

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EXPERIENCE

Web3 Startup

Designer / Jack of all trades — *2021–present*

Building trust infrastructure for the future of finance. Some days I'm a zero-VORP React/Solidity engineer; other days I'm a pretty average content marketer. Every day I help build cool things with people I like.

- Led product design/branding and contributed to front-end build for the Mainnet release of a new class of Web3 trust protocol
- Authored technical marketing content to build developer community
- Helped create demos/pitches to secure pre-seed and seed funding

ZS Associates

User Experience Design Lead — *2020–2021*
Senior User Experience Designer — *2018–2019*

Managed design & innovation projects across a portfolio of F500 clients while developing processes/tools to empower a growing UX team

- Developed design libraries, trainings, and operating/leverage model to improve efficiency and scalability of the UX team
- Facilitated executive design thinking and rapid prototyping sessions to socialize research insights, generate ideas, and validate hypotheses
- Led development of the UX team's first consolidated messaging strategy including brand identity and customizable pitch deck

Deloitte Digital

Customer Experience Design Consultant — *2015–2018*
Business Technology Analyst — *2012–2015*

- Led usability testing and iterative redesign of a global retail supplier portal built on top of SAP; reduced process completion time by 95%
- Led qualitative research in EN/ZH with 40+ users in 20 countries, translating insights into actionable steps to improve CRM adoption
- Managed a team of 10+ on-site and remote developers to redesign and deliver a health insurance portal, increasing enrollment by 20%

EDUCATION

University of Chicago

MS, Computer Science — *2011–2012*

Northwestern University

MS, Engineering Design Innovation — *2009–2010*
BS with honors, Mechanical Engineering, Music — *2005–2009*

EXPERTISE

Discovery & Strategy

- User research
- Design workshops
- Business process design
- Heuristic evaluation

Design & Delivery

- Wireframing & interactive prototyping
- Data visualization
- Agile software development
- Usability testing
- Design systems

INTERESTS

- Conservatory-trained pianist; performed live on 98.7 WFMT radio
- Amateur composer; wrote music for 5 mobile games on the App Store
- Amateur mixologist; self-published a cocktail book
- Amateur ramen/yakitori chef; served meal kits and 8-px private dinners

LANGUAGES

- English (native)
- Mandarin Chinese (conversational)
- Japanese (basic)