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| <b>Jessica Shen</b> | Experience Design   | jessicashen.com<br>j.mw.shen@gmail.com<br>626 243 3998  |
| 8' 2023 - Present   | <b>Archaea Studios</b> NY<br>Founder, Creative Director   | Founding a jewelry and sculpture studio using a combination of digital 3d fabrication and hand fabricated production techniques. Developing brand and digital experience.   |
| 6' 2023 - 10 '2023  | <b>Mojo</b> NY<br>Director of Product Design  | Lead a team of designers, copywriters, and product managers through the launch of two core products for the first sports stock market: Mojo Sportsbook and Mojo Daily Fantasy.  |
| 6' 2021 - 9' 2023   | <b>Doors We Open</b> NY<br>Writer, Experience Director  | Wrote and developed the experience for <i>Doors We Open</i> , a screen-based, interactive film that tells the story of a young Chinese illustrator visiting her single father. The film experiments with the more controlled storytelling of traditional film and the agency, empathy, and emotional investment evoked by an immersive game. <i>In Production</i>   |
| 2' 2022 - 6' 2022   | <b>Google Creative Lab</b> NY<br>Creative   | Prototyped and experimented with different applications for Google's LaMDA 2 language model. Designed and developed the AI Test Kitchen, a platform for users to beta test different AI experiments to help drive further development with language models.   |
| 5' 2021 - 2, 2022   | <b>Disney+</b> NY<br>Senior Product Designer, Engagement  | Built product experience initiatives surrounding fan experience, content engagement, and omnichannel features for Disney Streaming Services. Collaborated with cross-platform teams to develop the research-driven strategic vision for bespoke franchise experiences.  |
| 7' 2016 - 3' 2021   | <b>R/GA</b> NY + APAC<br>Experience Design Director<br>Senior Experience Designer<br>Experience Designer<br>Assoc. Experience Designer                    | Led product design, motion, and experience strategy for products and activations that communicate brand through experience. Worked with multidisciplinary teams of designers, creative technologists, strategists, and product managers for digital projects encompassing media & e-commerce. Led experience design and art direction for culturally driven global projects in Shanghai and Singapore ('18-'19). Select Clients include: Nike, Jet.com, Mailchimp X Courier, Samsung, Verizon, Goldman Sachs. |
| 01' 2016 - Present  | <b>Freelance</b> NY<br>Design Direction & Animation   | Consulted clients in product design, marketing, & business strategy. Developed branding, animated videos, product experiences, feature sets, and roadmaps.  |
| 05' 2015 - 08' 2015 | <b>Apple Inc.</b> CA<br>Human Interface Design Intern   | Designed and developed concepts for Apple products related to Transit and iCloud. Concepts were presented to SVPs and implemented in Apple Maps and Find My Apps.   |
| 08' 2012 - 05' 2016 | <b>Carnegie Mellon University</b> PA  | <b>BCSA, Computer Science and Industrial Design</b><br>Minors in Sound Design & Animation<br><br>Dean's List, Senior Leadership Award,<br>BXA Commencement Speaker<br>Lunar Gala Fashion Show, Executive Producer & Creative Director   |
| <b>Mentions</b>     | <b>Tribeca Film Festival</b> 2023<br><b>SXSW Featured Speaker</b> 2020, 2021<br><b>Y Oslo Speaker</b> 2021<br><b>Brown/RISD Guest Lecturer</b> 2020, 2021 | <b>FastCo Innovation by Design</b> 2022<br><b>Cannes Grand Prix</b> 2017<br><b>Webbys Shortlist</b> 2017<br><b>One Show Merit</b> 2017  |