

Jessica Shen	Experience Design + Creative Direction	jessicashen.com j.mw.shen@gmail.com 626 243 3998
10'2023- Present	Freelance Design + Creative Direction	For the past two years, I've primarily been freelance to make time to complete a few personal projects. Recently, I've collaborated with Google Creative Lab, JPMC, Sirius, and a few stealth startups. I have highlighted some experiences below.
03'2025- Present Prev. 2022	Google Creative Lab NY Creative + Creative Manager(Freelance)	2025 - Concepting new applications of Gemini in relation to personal intelligence, camera, and creation tools in the future facing Gemini App. 2022 - Designed and developed AI Test Kitchen, Google first AI playground with LaMDA.
8' 2023 - Present	Archaea Studios NY Founder, Creative Director	Founded a jewelry and sculpture studio using a combination of digital 3d fabrication and hand fabricated production techniques. Developed brand and digital experience. Featured in NYFW 2024 F/W, Harpers Bazaar, Elle, and in music videos from Uglyworldwide.
01' 2024 - 09' 2024	ZeroSpace NY Experience & Design Director (Freelance)	Designed and delivered a Kinect based immersive installation with a team of 3d Artists, Unreal Developers, and fabricators for a physical exhibit in Spain for Cartier. Directed experience flow and game mechanics, designed and implemented UI within Unreal engine.
6' 2021 - 9' 2024	Doors We Open NY Writer, Experience Director	Wrote and designed the experience for Doors We Open , a screen-based, interactive film, directed by Kevin Peter He. The film experiments with the more controlled storytelling of traditional film and the agency, empathy, and emotional investment evoked by an immersive game. Featured at ONX Games for Change and Tribeca Film Festival Creators Market.
6' 2022 - 10 '2023	Mojo NY 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.
5' 2021 - 2, 2022	Disney+ NY Senior Product Designer, Engagement	Built product experience initiatives surrounding fan experience, content engagement, and omnichannel features for TV, mobile, and web. Collaborated with cross-platform teams to develop the research-driven strategic vision for bespoke franchise experiences.
7' 2016 - 3' 2021	R/GA NY + APAC Experience Design Director Senior Experience Designer Experience Designer 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.
08' 2012 - 05' 2016	Carnegie Mellon University PA	BCSA, Computer Science and Industrial Design Minors in Sound Design & Animation Dean's List, Senior Leadership Award, BXA Commencement Speaker Lunar Gala Fashion Show, Executive Producer & Creative Director
Mentions	ONX Games for Change 2024 Tribeca Film Festival 2023 SXSW Featured Speaker 2020, 2021 Y Oslo Speaker 2021 Brown/RISD Guest Lecturer 2020, 2021	FastCo Innovation by Design 2022 Cannes Grand Prix 2017 Webbys Shortlist 2017 One Show Merit 2017