Jiangning (Katya) Lian

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EDUCATION

Boston University   **Boston, MA**
Master of Arts in Emerging Media Studies (STEM Eligible) | GPA: 4.0/4.0   *Sep 2023 – Dec 2024*
Relevant Course: User-Producers 2.0: Developing Interactivity; Trending Insights-Social Data Analysis and Visualization

Beijing Normal - Hong Kong Baptist University   **Zhuhai, China**
Bachelor of Arts (Honors) in Public Relations and Advertising | GPA: 3.71/4.0   *Sep 2019 – Jun 2023*
Relevant Course: Human-Computer Interaction; Media & Event Planning

PROFESSIONAL EXPERIENCE

FrogHire.ai   **Pittsburgh, PA**
UI/UX Designer   *Oct 2024 – Present*
- Led **20+** web and extension redesigns, delivering **150+** high-fidelity **Figma** prototypes that helped scale the platform to **100K+** users
- Tested and enhanced user experience by **23%** through **30+** user **interviews** and **A/B testing** page layout using **Google Analytics**
- Designed 30+ brand assets using **Photoshop, Illustrator, and InDesign** for a relaunch that increased user acquisition by **40%**
- Managed email marketing in **Mailchimp**, developing **5 HTML/CSS templates** that improved campaign design consistency

Aloega   **Boston, MA**
Marketing Intern   *Jun 2024 – Oct 2024*
- Boosted users' engagement by **200%** by rewriting blockchain messaging to align with audiences across social channels
- Grew social following by **1,000+** via Medium blogs and daily posts on X, Facebook, and Instagram
- Aligned brand voice and UX tone through **stakeholder interviews** and **10+ competitor analyses**

NAUSICAA NYC   **New York, NY**
UI/UX Designer   *Sep 2023 – Dec 2023*
- Redesigned NAUSICAA NYC's website in WordPress to improve content flow and reduce navigation drop-off on key pages
- Conducted 18 **user interviews** and developed **6 personas** to identify friction points and improve user engagement
- Ran **A/B tests** and **focus groups** on structure and CTAs, recommending 4 strategies that boosted page views by **53%**

MSLGROUP   **Shanghai, China**
Public Relations Intern   *Jun 2022 – Sep 2022*
- **Pitched 15+ KOLs** and **celebrities for PR campaigns**, aligning brand image with product vision and goals
- Drafted and scheduled **40+ social posts** on Weibo and Rednote, **coordinating calendars** and **launch timelines**
- Managed **backstage logistics** for PUMA Kids Fashion Show (200+ attendees) and **wrote event social media copy**
- Conducted **30+ competitor analyses** and **processed client invoices**, **tracking campaign budgets** for timely, accurate billing

Saatchi & Saatchi   **Shanghai, China**
Account Executive Intern   *Jun 2021 – Sep 2021*
- Coordinated release **of 4 cross-platform campaigns** to boost **public visibility and reach by 36%**
- Developed **20+ creative briefs** to align messaging between internal teams and external vendors
- Helped script **3 commercial videos**, incorporating 17+ rounds of **client feedback** for brand alignment

ACADEMIC PROJECTS & ACHIEVEMENTS

AI-Driven Social Media Analysis of HPV Vaccine Discourse (ICA 2025)   *Jan 2024 – Present*
- Built **GPT-4 tweet classification pipeline** using Health Belief Model; achieved $\alpha = 0.96$ intercoder reliability
- **Engineered few-shot prompts** to auto-label behavioral signals, reducing human coding time by 80%
- Analyzed 5,575 tweets in **R** to track sentiment trends around HPV vaccines

Exploring Donor Intentions and Digital Fundraising Strategies for NGOs   *Jan 2024 – Jun 2024*
- Surveyed **36 NGO partners** and analyzed donor behavior using **SPSS** and **AMOS**
- Identified **7 message strategies** that boosted intent to donate and **improved e-newsletter engagement**
- Proposed **4 design changes** to reduce checkout drop-off and streamline donation flow

SKILLS

- **Design**: HTML/CSS, Figma, Adobe Creative Suite (Photoshop, Illustrator, Animate, InDesign, Adobe Premiere Pro), Canva, Wireframing, Prototyping, User Flows, A/B Testing, Usability Testing, Persona Development, Product Design, System Design
- **Analytics & Research**: Google Analytics, Meltwater, R, SPSS (AMOS, Hayes), Gephi, User Research
- **Web & Content Platforms**: WordPress, Squarespace, Mailchimp, HubSpot, Press Release, Business Writing, SEO, Social Media Management (Instagram, Facebook, X), CapCut
- **Productivity & Collaboration**: Microsoft Word, Excel, PowerPoint, Outlook, Notion, Asana, Google Suite