Jialin Ke

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EXPERIENCE

Ernst & Young Design Studio
NOV 2020 – PRESENT
NEW YORK, NY

Senior Experience Designer
Led the research and strategy for a healthcare client's new health testing service for acute and chronic conditions. Created a service design blueprint, future state journey, high fidelity prototypes and roadmap, based on research insights and their B2B2C strategy.

Experience Designer
Redesigned and shipped a financial advisor trading platform to increase efficiency and reduce errors of submitting tickets for a wealth management client. Defined B2B partner enablement goals, outcomes, and experience for a credit card network client.

Soulo
FEB 2020 – PRESENT
NEW YORK, NY

CEO, Co-founder, Inventor
Oversees business strategy, product vision, design, manufacturing fulfillment and customer relations. Iterated design based on usability testing with adults, to increase their satisfaction rates by over 50%. Received utility patent #USO11382397,

Kelin Medical PC
JUNE 2020 – DEC 2021
BROOKLYN, NY

Cardiology Medical Assistant
Administered patient care, including taking vital signs, ECGs, and exercise stress test. Registered patients, coordinated appointments and prescriptions, managed billing & insurance.

Meta Design and Technology Lab
MAY 2019 – AUG 2020
ITHACA, NY

Principal Investigator & Co-Author
Investigated how to elicit awe through design, supervised by Professor Jay Yoon. Study was published in the Journal of Multimodal Technologies and Interaction, 2020 4(4)

Medium Design Collective
MAY 2019 – JUN 2020
ITHACA, NY

President
Oversaw design and execution of interdiscplinary creative projects such as a spatial installation and magazine publication. Served as design mentor and educator, leading workshops on design thinking

EDUCATION

Cornell University
2016 – 2020
ITHACA, NY

B.S. Human Centered Design
with honors and distinction
Minor in Information Science

SKILLS

User Research
UX UI Design
Visual Design
Design Strategy

Service Design
Rapid Prototyping
Figma, Sketch, Invision
Adobe Creative Suite

3DS Max, Keyshot
Revit, Fusion, AutoCAD
Processing, Arduino
HTML / CSS, PHP

AWARDS

1st Place · Design the Future of Point of Care Testing · THERMO FISHER · 2021
1st Place · NYS Business Plan Competition · UPSTATE CAPITAL · 2021
Finalist · P&G Ventures Pitch Competition · BERKELEY SKYDECK · 2020
Finalist · Aging Innovation Competition · NYS DEPT. OF HEALTH · 2018
1st Place · Explorative Environments · CORNELL · 2018