SZU-FANG WANG
Product Designer

Accomplished UXUI designer with 3 years of experience. Proficiency in high-fidelity mockup and prototyping tools. Excellent problem-solving skills and familiarity with technical constraints. Increased company income 5X in 2 months with the cross-functional team.

🌐 szufangwang.com
📞 +1.415.656.8859
✉ szufang19@gmail.com
in linkedin/in/szufangwang

EXPERIENCE

Product Design Intern
SelectEd Inc. | Apr 2019 - Aug 2019

▸ Designed the architecture, typography, and interaction flow of services and experiences for the website.
▸ Grew customer satisfaction to **86%** by redesigning and developing the website to optimize usability.
▸ Increased company income **525%** in **60** days by conducting high-level product strategic decisions with the multidisciplinary team.

UXUI Designer & Software Engineer
MtM+ Corp. | Jul 2015 - Aug 2018

▸ Advocated for user experience and executed **6** end-to-end IoT mobile applications, collaborating with PMs, engineers, and customers.
▸ Built wireframes, prototypes, and visual designs to tackle difficult UX problems for the highly technical environment.
▸ Proactively built and launched an IoT Toolbox app to improve the presentation efficiency, increasing revenue by **40%**.
▸ Designed and evaluated a smart factory dashboard to monitor machines for ASE group, the world's largest providers of OSAT, saving per factory **$90k+/yr**.

PROJECTS

UX Designer
Focus To-Do | Jan-Mar 2020

Redesigned a cross-platform application from ideation to final visualization that solved users' problems and increases retention rate.

UX Design Lead
True Ticket | Sep-Dec 2018

Led the design process to transformed users' data into actionable insights for a blockchain mobile app that curbs illegal ticket sales.

EDUCATION

Human Centered Informatics
Master's (2020)
Northeastern University, Boston

Computer Science and Information Management
Bachelor's (2015)
Soochow University, Taiwan

SKILLS

Design
User-Centered Design, Interface Design, Interaction Design, Data Visualization, Prototyping, Information Architecture, User Flows, User Research, Usability Testing, A/B Testing

Tools
Sketch, InVision, Figma, Adobe XD, Photoshop, InDesign, Balsamiq, GitHub, Power BI, AWS

Development
HTML, CSS, JavaScript, Python, Java (Android), Swift (iOS)