felicity ng

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Education

New York University
Sept 2016 - May 2020
B.S. in Computer Science, Minor in Integrated Digital Media, Minor in Game Engineering
Magna Cum Laude

Stuyvesant High School
Sept 2012 - June 2016
Regent's Honors High School Diploma

Skills

Design Tools
Figma
Sketch
Invision
Axure
Framer X
Adobe Illustrator
Adobe Photoshop
Affinity
Autodesk Maya

Programming
HTML
CSS
OpenGL
Game Maker Studio 2
Processing
React
C++
Python
Java

Experience

Publicis Sapient
Junior Experience Designer | Oct 2020 - Present
- Enhanced e-commerce experience on client website with iterative improvements to increase revenue by $1 billion
- Audited client and competitors's e-commerce websites to pinpoint areas for improvement and growth
- Presented wireframes through multiple rounds of reviews with clients to ensure experience and interactions met business needs
- Leveraged computational design thinking to communicate the compatibility of designs with the client's content management system
- UI explorations and implementations referencing client approved wireframes

NYU IT OTSS
Student UX/UI Designer | Oct 2017 - Aug 2020
- Established design baselines for capital projects management systems
- Digitized manual paper-based bookkeeping system into iPad application for NYU mailrooms
- Founded an annual citywide outreach event to bring design and technology to underprivileged students
- Ensured designs complied with WCAG AA standards
- Conducted user research to ensure client and end-user satisfaction
- Presented to stakeholders and end users to ensure smooth integration of new systems

OSIRIS Lab @ NYU Tandon
Marketing Manager | Sept 2019 - May 2020
- Modernized the organization's branding and solidified brand guidelines
- Ensured effective communication between the lab, the school community, and the cybersecurity community

Miss Caipi
Intern Visual Designer | May 2017 - Aug 2017
- Managed promotion of services and social media presence
- Designed UX/UI for website
- Photographer for company's fashion assets and prepared photos for company blog