felicity ng

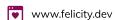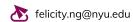www.felicity.dev   felicity.ng@nyu.edu   +1 (646) 207-0368

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

Design

Skills
User journey
Wireframing
UI design
Visual design systems
Responsive web design
Prototyping
Usability testing
HTML + CSS

Tools
Figma
Sketch
Invision
Axure
Framer X
Adobe Illustrator
Adobe Photoshop
Affinity

Experience

Publicis Sapient
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' 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
- Explored visual designs that are responsive across a wide variety of platforms while referencing client approved wireframes
- Identified areas for user testing and created prototypes for approved tests
- Leveraged computational design thinking to communicate the compatibility of designs with the client's content management system

NYU IT OTSS
Student UX/UI Designer | Oct 2017 - Aug 2020
- Streamlined complex user flows and 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