felicity ng, product designer

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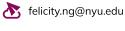www.felicity.dev

Experience

Publicis Sapient
Experience Designer

October 2020 - Present

· End-to-end product design on an agile team in collaboration with PMs, developers, user researchers, and strategists
· Established a design system for consistency across products and platforms
· Led research and discussion on best practices
· Audited e-commerce site to find and prioritize areas of opportunity to improve user experience and rate of conversion
· Wrote testing criteria and created high fidelity prototypes for A/B user testing
· Presented designs to clients and stakeholders to ensure buy in
· Leveraged computational design thinking to communicate the compatibility of designs with the client's content management system
· Created user journey maps to discover areas of opportunity for product growth
· Mentored junior designers on the design team

Skolem Technologies
Web Designer

March 2022 - June 2022

· Streamlined the in-house blockchain explorer page and leveraged data visualization tools to close the gap between engineers and sales while incorporating feedback from developers and their CTO
· Established the UX flows for the blockchain wallet and transaction manager

NYU IT OTSS
UX/UI Designer

October 2017 - August 2020

· Laid the groundwork for design baselines for capital projects management systems
· Digitized data entry pipelines and converted entire bookkeeping systems to server-based operations for NYU's mailrooms
· Founded, ran, budgeted, and marketed for an annual citywide outreach event to bring design and technology to underprivileged students
· Audited for and solutioned designs to ensure Web Content Accessibility Guidelines (WCAG) AA compliance
· Led user-research efforts and produced high-fidelity prototypes
· Presented to stakeholders and end users to ensure smooth integration of new systems

OSIRIS Lab
Marketing Manager

September 2019 - May 2020

· Modernized the organization's branding and solidified brand guidelines
· Established a design system, a full website redesign, and created designs for several Capture the Flag (CTF) events
· Primary point of contact between the lab and school management

Education

New York University
Tandon School of Engineering

September 2016 - May 2020

Bachelor's in Computer Science
Minor in Integrated Digital Media, Minor in Game Engineering, Magna Cum Laude

Design

Skills

Animation, Accessibility, Client strategy, Design systems, HTML + CSS, Prototyping, Responsive web design, UI design, Usability testing, User experience auditing, User journeys, Wearable design, Wireframing

Tools

Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Axure, Figma, Framer X, Invision, Invision Studio, Sketch