



A passionate UX designer enjoying designing innovative and rigorous user experiences

TIANCHEN QIANG

UX Designer

🏠 <http://joeyqiang.me>  
✉ [joeyqiang@gmail.com](mailto:joeyqiang@gmail.com)  
☎ 785 727 5920

## PROFESSIONAL EXPERIENCE

### University Press of Kansas

Sep 2016 - Present  
Lawrence, KS

#### Assistant Graphic Designer

- ◆ Improve the user experience of the E-commerce website of the UPK using Google Analytics and Magento
- ◆ Assist the director in designing book jackets, flyers, advertisements for different clients of University Press of Kansas
- ◆ Design the guidelines of the banners for the E-commerce website's home page to boost sales, resulting in a 5% increase

### Mobile Now Group

May - Aug 2016  
Shanghai, China

#### User Experience Designer

- ◆ Collaborated with a team of 15 to brainstorm, analyze and review client's requirements, optimize product structure
- ◆ Designed wireframes for several companies' mobile & desktop products
- ◆ Designed flow chart, interaction effect, and high-fidelity deck to help PM present design strategies to multiple clients
- ◆ Maintain efficient communication between team and client in order to hand over deliverables on time

### Center for Educational Testing & Evaluation

Sep 2015 - May 2016  
Lawrence, KS

#### Web Designer & Developer

- ◆ Designed project specific websites including researching, wire-framing and developing responsive websites using HTML, CSS, jQuery and Drupal
- ◆ Redesigned and developed a membership management backend website using Bootstrap, MySQL, PHP, cPanel
- ◆ Collaborated with content-editors, UX designers and PM to analyze requirements and prototypes
- ◆ Maintained and updated a Mysql database and optimized its structure

### Classified Advertisements Website for KU

Sep 2015 - May 2016  
Lawrence, KS

#### PM & Web Designer

- ◆ Collaborated with a team of 5 to develop new classified website for local Chinese student population
- ◆ Managed team building, user research, requirement analysis, Mobile & Desktop UI design, schedule planning
- ◆ Operated WeChat official account to maintain connections with followers, reaching approximately 20% of Chinese students at KU and receiving positive feedback from user comments

## EDUCATION

### The University of Kansas

M.A., IxD Lawrence, KS June 2017

### Huazhong University of Science & Technology

B.M., IMS Wuhan, China July 2015

## TOOLS

- Paper Prototyping
- Sketch 3 / Axure RP 8
- Photoshop / InDesign
- Framer.js / Flinto / InVision
- Premiere / After Effect
- HTML5 / CSS3
- jQuery / Bootstrap
- Javascript / PHP

## SKILLS

Contextual Inquiry  
Competitor Analysis  
Survey / Interviews  
Card Sorting  
Persona / Storyboard  
Wireframe / Usability Testing  
Interactive High Fidelity Design  
Front End Development  
Database Design