Robert Ferng

Education

UC San Diego
B.S. Cognitive Science
Human Computer Interaction
3.2 GPA

Skills

Design
   UI/UX Design
   User-centered Design
   Interaction Design
   Wireframing
   Iterative Prototyping
Research
   Needfinding
   Storyboarding
   Competitive Analysis
   Heuristic Evaluation
   A/B Testing
   User Interviews

Tools

HTML/CSS
Balsamiq
Illustrator
Figma
InVision

Coursework

Design Startup Studio
Data Analysis & Modeling
Cognitive Design Studio
Cognitive Ethnography
Experience Design

Contact

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Projects

Boosted Application

Prototype App Development| GroupMember | Feburary - May 2018
- Created a marketplace app concept with sneakerheads as lead users
- App allows expedited selling and buying of popular and
  limited shoes while keeping the price reasonable for the buyers

- Used Figma and Invision to create an interactive prototype
- Used Adobe Illustrator to create brand logo, landing page, and app icons

Interaction Design Startup Project

PSenior Project | Group Member | March - June 2017
- Created a startup idea and prototype called "Going", a crowd sourced flexible
  ticket purchasing platform to get audience cheaper tickets and the theaters
  more concession sales

- Designed cognitive science-based survey to understand target audience

- Conducted service enactment, and user interviews on movie going
- Used google AdSense for landing page for A/B testing
- Used Unbounce web creation platform to create a landing page
- Created mock Kickstarter campaign completed with video and reward tiers

Stark (Ningbo) Technology Inc.

Summer Intern| August - September 2015
- Created servers with corporation level routers and modems

- Completed Linux and Windows OS installation and administration training

- Completed baisc network architecture design and administration training

- Designed and administered Oracle database on the Linux platform

Experience

Adwave

Professional Student Org | Team Member| September 2015 - May 2017
- Competed in National Student Advertising Competition
  placed 4th in Southern California District

- Created year-long, multiplatform advertising campaign for Ajinomoto
  Windsor's Taipei frozen food targeting the millennial market

- Conducted primary and secondary research with the strategy team
  to spearhead the creative direction of the Campaign

- Created target audience personas by distilling crucial information gathered
  from research, surveys, and focus groups

- Position Taipei as the main solution for millennials to satisfy their
  Asian food cravings in an instant