

Robert Ferng

UI/UX Designer

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Education

UC San Diego
B.S. Cognitive Science
HCI

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

Experience

Acumen Robot Intelligence

Product Designer | October 2018 - Current

- Communicated with engineers to define and enhance product features.
- Conducted market research and helped launch a new line of wireless chargers
- Created mobile interfaces for products' companion apps
- Created product catalogue on Adobe InDesign, showcasing company's line of dash cams and wireless car chargers

Adwave

Professional Student Org | Team Member | September 2015 - May 2017

- Competed in National Student Advertising Competition - placed 5th in Southern California District
- Created a year-long, multi-platform advertising campaign for *Ajinomoto Windsor's Taipei* frozen food targeting the millennial market
- Conducted primary and secondary research with the strategy team to shape the creative direction of the campaign
- Created target audience personas by distilling crucial information gathered from research, surveys, and focus groups
- Our strategy positioned *Taipei's frozen food* as the main solution for millennials to satisfy their Asian food cravings

Projects

Boosted Application

Prototype App Development | GroupMember | February - May 2018

- Created a marketplace app concept with sneaker enthusiasts as lead users
- App allows expedited selling and buying of popular and limited shoes while keeping the price reasonable for 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

Senior 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 enactments and user interviews on movie going experience
- Used Google AdSense for landing page A/B testing
- Created landing page using Unbounce web creation platform
- Created mock Kickstarter campaign complete with video and rewards tiers