

Robert Ferng

Experience

Education

UCSan Diego
B.S. Cognitive Science
Human Computer Interaction

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

Boosted Application

Prototype App Development | Group Member | February 2018 - May 2018

- Created a marketplace app concept with sneakerheads as lead users. App allows for 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

Quarter Long Group project | Group Member | March 2017 - 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 to direct traffic to 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 | September 2015 - August 2015

- Created servers with corporation level routers and modems.
- Completed Linux and Windows OS installation and administration training.
- Completed basic network architecture design and administration training.
- Performed Oracle database design and administration.

Leadership

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 both 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 primary research, secondary research, surveys, and focus groups.
- Positioned Taipei as the main solution for millennials to satisfy their Asian food cravings in an instant.

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