

Robert Ferng

UI/UX Designer

Experience

Acumen Robot Intelligence

Product Designer | October 2018 - Current

- Communicated with marketing and engineering teams to define and enhance dash cameras' features
- Designed user interfaces for dash cameras as well as dash cameras' companion mobile applications
- Designed packaging for multiple dash cameras and wireless charger
- Created marketing materials such as product catalogues, brochures, product features highlight videos, and installation tutorials
- Managed Acumen brand's Wordpress website

Adwave

Strategy Team Member | September 2015 - May 2017

- Competed in National Student Advertising Competition and placed 5th in Southern California District
- Created year-long, multi-platform advertising campaign for Ajinomoto Windsor's Taipei frozen food targeting the millennial market
- Created target audience persona by distilling crucial information gathered from research, surveys, and focus groups
- Presented research results to test and verify marketing strategy centered around millennials' cravings for fusion food in different scenarios

Projects

Boosted

Prototype App Development | Group Member | February - May 2018

- Created a marketplace app concept with sneaker enthusiasts as lead users
- App allows expedited selling and buying of limited sneakers while keeping the price reasonable for buyers through crowd sourced events
- 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 prototype app titled "Going", a crowd sourced flexible ticket purchasing platform
- Designed survey to understand target audience and market needs
- Conducted user interviews on movie going experience
- Used Google AdSense for landing page A/B testing
- Created landing page using Unbounce web creation platform
- Created a mock funding campaign completed with video and rewards tiers

Education

UC San Diego

B.S. Cognitive Science

Human Computer
Interaction (HCI)

Skills

Design

UI/UX Design

User-Centered Design

Interaction Design

Wireframing

Iterative Prototyping

Research

Needfinding

Storyboarding

Competitive Analysis

Heuristic Evaluation

A/B Testing

Tools

HTML/CSS

Sketch

Illustrator

Figma

Balsamiq

InVision

Contact

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