

Robert Ferng

UI/UX Designer

Tel: (909)274-8920

Email: rferng@gmail.com

Website: rferng.github.io

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

Projects

Boosted Application

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 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 enactment 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 completed with video and rewards tiers

Stark (Ningbo) Technology Inc.

Intern | August - September 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
- 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 5th in Southern California District
- Created 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 spearhead 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 in an instant.