

# 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

## 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 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

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.

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