



SCARLETT HE

Product Designer
scarletthe9920@gmail.com
(808) 589 - 8658
1000 Maxwell Ln apt 12G
Hoboken NJ 07030

Skills

- User experience design
- User interface design
- User research
- Information architecture
- Wireframing
- Prototyping
- Usability testing

Tools

- Figma
- Photoshop
- Illustrator
- Invision
- HTML
- CSS
- Bootstrap
- Python
- Javascript
- VS code

Profile

Creative product designer with particular interest in applying innovative solutions and dynamic interface design to improve user experience. Experienced in conducting both quantitative and qualitative research, identifying user pain points and app content design. Provided insights into product feasibility, desirability and viability. Bilingual in Chinese and English.

Employment History

Marketing User Research

12/1/2021 - Present

- Increase awarness of the brand
- Evaluate cutomer insight revisions
- Conduct market search to identify competitors and evaluate their product
- Posting and engaging on social media
- Advertise client's service to promote to the public

Education

UX/UI Boot Camp, Columbia Engineering

5/20/2022 - Present

Bachelor of Fine Arts, Parsons School of Design | The New School

8/1/2018 - Present

High School Dipoma, High School for Enviromental Studies

9/1/2017 - 5/1/2018

Projects

Ourplace

Project manager

- This app was designed to solve real identified need of finding roommate.
- The aim of this project was to improve the experience of design from strach, research, prototype, test, and validate an idea for a brand-new mobile application.
- Tools: Figma, Google drive, Invision

Butterfly society of Virginia

Team member

- The Butterfly Society of Virginia is a local non-profit organization whose main purpose is to raise the general consciousness of butterfly conservation.
- Our team is helping the BSV improve their digital presence and expand their reach by redesigning the website.
- Tools: Figma, Photoshop, Google form, Trello

First Strike Capital

Project manager

- First Strike Capital is a New York City based investment management firm.
- The primary goal of this project was to improve on user presence to achieve potential business outcome.
- Tools: Figma, Photoshop, Illustrator, Google Drive