

SCARLETT HE

Hoboken, NJ | Phone: 8085898658 | Email: scarlettthe9920@gmail.com

Portfolio: https://scarlettthee.github.io/portfolio_BS/

SUMMARY

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.

TECHNICAL SKILLS

Figma | HTML | CSS | Photoshop | Illustrator | Invision | Bootstrap | Javascript | VS code | Premiere

PROJECTS

Ourplace | https://scarlettthee.github.io/portfolio_BS/projects/ourplace.html

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

First Strike Capital | https://scarlettthee.github.io/portfolio_BS/projects/FSC.html

- *The primary goal of this project was to improve on user presence to achieve potential business outcome.*
- *Project Manager | Core responsibilities include user research, information architecture, user interface, wireframing, prototyping.*
- *Figma, Photoshop, Illustrator, Google Drive | English*

Red Fox Press | https://scarlettthee.github.io/portfolio_BS/projects/RFP.html

- *Improve the digital presence and expand its reach by redesigning the website.*
- *Project Manager | Core responsibilities include user research, information architecture, user interface, wireframing, prototyping, Front End Developing.*
- *Figma, Photoshop, Illustrator, Google Drive | English Chinese*

EXPERIENCE

UX/UI Designer

2022

First Strike Capital

New York, NY

- *Responsible as project manager to maintain workflow such as concept explorations, digital strategy definition and solution execution.*
- *Fostered collaboration and consistency across teams by working closely with stakeholders.*
- *Conduct and structure UX research efforts such heuristic evaluation, competitor analysis etc...*
- *Lead UI designer by conducting wireframing, prototyping and usability testing.*

EDUCATION

Boot Camp Certificate: Columbia Engineering

New York, NY

Bachelor of Science: Parsons School of Design

New York, NY

Associate of Fine Arts: American Musical & Dramatic Academy

New York, NY