SCARLETT HE

Hoboken, NJ | Phone: *8085898658* | Email: *scarletthe9920@gmail.com*
Portfolio: *https://scarletthee.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://scarletthee.github.io/portfolio_BS/
- *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://scarletthee.github.io/portfolio_BS/
- *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://scarletthee.github.io/portfolio_BS/
- *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

Public Relation Assistant   2022
MJ Salon   New York, NY
- *Increase awareness of the brand by creating content to engage on all social media platforms.*
- *Researching opportunities across online media channels.*
- *Assisting with brand promotional videos.*
- *Performing minor translation tasks into Chinese.*

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*