

AMBER TANG

USER EXPERIENCE DESIGNER

CONTACT

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EDUCATION

UC San Diego, 2013 - 2017

B.S. Cognitive Science
HCI Specialization
Design Minor
Computer in the Arts Minor

TOOLS

Abstract
Figma
Illustrator
Invision
Protopie
Sketch
UX Pin

METHODS

Card Sorts
Competitive Analysis
Contextual Inquiries
Experience / Journey Maps
Heuristic Evaluations
Information Architecture
Personas
Prototypes
Storyboards
Tree tests
Usability Tests
User flows
User Interviews
User Scenarios
Wireframes

CALENDLY

Senior UI/UX Designer - Monetization, Nov 2021 - present

- Designing and launching 10+ A/B experiments to increase paid conversion through subscriptions purchased and increase customer perceived value
- Leading the research and design for international check-out and payment for 5 countries
- Delivering highly requested features for custom invoices and scheduled downgrades
- Strategizing and communicating product-wide concepts to internal partners around redesigned paywall patterns and systems

UKG / ULTIMATE SOFTWARE

Sr. UI & UX Designer, Sep 2020 - Oct 2021 (Promoted)

User Experience Designer, Jan 2019 - Aug 2020 (Promoted)

Associate User Experience Designer, Jan 2018 - Dec 2018

- Delivered experiences for an NLP feedback analysis feature and Coaching and Developing product for responsive web, iOS, and Android that won Top HR Product for 2021 and was used by 15+ enterprise companies during Beta roll-out
- Delivered Beta experiences of the company's next generation Work Crafting web-app product
- Owned research and design for 3 highly requested features for a legacy Compensation Management web-app solution and an Engagement Survey benchmark reporting feature used by 500+ companies
- Strategized concepts for unifying experiences for 10+ legacy and next generation Talent products that received buy-in from product leadership

ROUND FEATHER, INC.

User Research Intern, Sep 2017 - Dec 2017

- Consulted for 2 Fortune 500 companies by synthesizing competitive analysis, market trends, customer reviews, and design evaluations
- Prepared and analyzed diary studies and over 30 in-field user interviews to inform user contexts and behaviors for 2 customer journey maps
- Transcribed, analyzed, and edited 20+ hours of high-volume research footage

AI-MASTER

User Interaction Design Contractor, Jun 2017 - Aug 2017

- Prototype the mobile-responsive web interfaces for an educational machine learning startup
- Standardized company branding elements by collaborating with visual designers
- Animated abstract mathematical concepts for 5 chapters of machine-learning coursework
- Led daily desk checks with web developers to ensure quality design implementation

ACHIEVEMENTS

- 2021 - NN/g Nielsen Norman Group UX Certification
- 2021 - ADPLIST Verified UX Design Mentor @ adplist.org/mentors/amber-tang
- 2020 - IDEO & Acumen Academy Human-Centered Design Certification
- 2019 - Luma Institute Practitioner of Human-Centered Design Certification
- 2018 - MLH SacHacks Social Media 1st place winner among 500+ entries for an A/R app design