

# ASPEN TNG

Product Designer based in Seattle, WA

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## Work experience

### Product Designer / GovTech Singapore (Singpass app)

Singapore • Sep 2020 – Sep 2021

Singpass app, Singapore's digital identity platform, is used by more than 3.5 million residents, with 298 million yearly transactions made through its 2000 integrated services.

- Reduced time required to get alignment on designs of ID cards in app with partner government agencies from 18 to 2 weeks by creating modular templates (interaction and visual), design guidelines, and technical specifications to facilitate discussion.
- Spearheaded creation of app's design system through close collaboration with 3 PMs, 12 engineers, and 6 designers to lay solid foundation for future features.
- Shipped revamped information architecture and new visual design language of app to more than 3.5 million users with 4 designers and 2 PMs.
- Guided 2 senior service designers & mentored 1 intern in their pivot to UX design.

### UX Design Intern / Cargill Innovation Lab

Champaign, IL • Sep 2019 – May 2020

Cargill is the largest agriculture corporation globally. Its innovation lab develops prototypes of 0-1 concepts to improve manufacturing processes and to explore new business opportunities.

- Shipped feed mill inventory management prototype for integration into Cargill's ecosystem by planning and conducting interviews with 7 site managers, leading UX and UI design, and managing progress meetings with 2 product owners.
- Defined scope of MVP to evaluate product market fit of concept that connects farmers with agtech startups by liaising with PM.

## Other work

### UX Designer & Researcher / Ubiquitous Computing Lab (UbiCompLab)

University of Washington, Seattle, WA • Sep 2021 – Aug 2022

UbiCompLab tackles research problems at the intersection of physical and digital systems.

- Co-authored paper and developed narrative for explanatory video about an augmented reality (AR) workbench that facilitates efficient debugging of printed circuit boards. Accepted for ACM UIST Conference 2022.
- Generated insights and design recommendations by synthesizing data using affinity diagrams after planning and conducting usability studies with 10 electrical engineers.

### Design Lead / First Generation Americans x Culture (MHCI+D Capstone)

Advised by Chloe Lee (IDEO/Nike), Seattle, WA • Mar 2022 – Aug 2022

Designed service consisting of an app and conversation cards that empowers first generation Americans to build more meaningful connections with their culture through active participation.

### UI/UX Design Lead / HackIllinois 2020

University of Illinois at Urbana-Champaign, Champaign, IL • Sep 2019 – Mar 2020

Designed website, mobile app (Android & iOS), and event dashboard for the largest open-source collegiate hackathon with 800 participants and 35+ mentors (open-source professionals).

## Education

### Master of Human Computer Interaction + Design

University of Washington, Seattle

Sep 2021 – Aug 2022

### Bachelor of Fine Arts, Industrial Design

University of Illinois at Urbana-Champaign

Aug 2016 – May 2020, Highest Honors

## Skills

### design

3d fabrication, 3d printing, data visualization, design systems, developer handoff, information architecture, interaction design, personas, physical prototyping, product thinking, rapid prototyping, systems thinking, storyboarding, user flows, visual design, wireframing

### ux research

affinity mapping, card sorting, competitor analysis, contextual inquiry, cultural probes, diary studies, evaluative research, heuristic evaluation, journey maps, literature review, role playing, sacrificial concept testing, secondary research, semi-structured user interviews, survey design, usability testing

## Tools

### 2d design

FigJam, Figma, Illustrator, InDesign, Keynote, Miro, Sketch, Photoshop, Premiere Pro, Principle, Webflow

### 3d design

Blender, Motive:Tracker, OptiTrack, SolidWorks, Unity

### code/programming

Adafruit CPX, D3.js, Git, GitHub, HTML/CSS, JavaScript, p5.js, Python, React, Vega-Lite, Visual Studio Code