



GRACE NG

User • centered
Design • conscious
Value Creator

- graceng.co
- hi@uxceo.com
- 917-935-9171
- nggrace
- uxceo.com
- ecargnfx

SKILLS

UI (Sketch)



UX (Omnigraffle)



User Research



HTML5/CSS3



Javascript



Ruby on Rails



Unity3D



INTERESTS

3D Animation
3D Printing
Virtual Reality
Fashion Design
Architecture
Food
Music Production

EXPERIENCE

BrainPaint3D.com, Interactive New Media Artist

7/2016 - Present

Paint with your brain. Built a project using Leap Motion, EEG sensors, and Three.js.

Javelin (Techstars '13), Co-founder & CPO

1/2014 - 6/2016

During my leadership, I fostered a culture of rapid experimentation and continuously sought, documented, and analyzed qualitative and quantitative data to guide company through 3 product launches, with 1 pivot and 1 product offering improvement.

1. Experiments - the experimentation tracker for product teams.
 - Led product development. Onboarded 8 F500s and generated \$17K in first month.
 - Established roadmap and metrics, conducted user research and usability tests, developed personas, user flows, wireframes, interface design, user stories, and worked with CTO to prioritize and build features.
 - Analyzed usage to suggest change in company strategy which led to our first pivot.
2. QuickMVP - calculates profit potential of startup ideas through Google AdWords.
 - Led product marketing and grew revenue to \$250K ARR within 6 months.
 - Acquired customers by devising growth hacks and using traditional channels like direct response marketing, content marketing, and public speaking.
 - Built the design and customer support teams. Recruited and hired a Director of UX, managed and mentored 2 Jr. Designers. Trained 3 customer support reps.
3. Javelin.com - platform to identify new revenue streams and go from idea to P/M fit.
 - Designed and developed the front-end interface in HAML, SASS, and Javascript.
 - Implemented parts of the back-end functionality in Ruby on Rails.

Lean Startup Machine, Co-founder

12/2011 - 6/2016

- Created the first global entrepreneurship education workshop that has changed the lives of over 100,000 people in 150+ cities and is recognized as the industry leader.
- Defined vision and market positioning, trained global staff of 5,000 mentors and 700 organizers, assisted team in scaling a global company, grew revenue to \$1M in a year.
- Advised an e-commerce company on their Lean Startup experiment, which resulted in saving the company \$67,000 in development cost.
- Advised a 200-person company on a new product initiative, which resulted in the identification of a new \$1M ARR revenue source.

McCann Erickson, Interactive Designer

2/2011 - 11/2011

Clients: IKEA, Kohl's, Nestlé, Dentyne, P. F. Chang's, Weight Watchers, GSK.

peeq.it, Founder & CEO

11/2010 - 10/2011

Built a photo Q&A mobile app to improve image search and recognition accuracy.

MENTORSHIP

Guest instructor at: The White House, Singularity, UPenn, Princeton, NYU, Barnard
Mentor to: Girl Scouts of NYC, Lower East Side Girls Club

EDUCATION

Binghamton University, New York

2006 - 2010

B.A. Graphic Design, B.A. Economics