ELENA FANG

EDUCATION

University of Michigan | School of Information

Ann Arbor, MI | Class of 2021

B.S. Information Science, User Experience Design
Minor in Entrepreneurship
GPA: 3.75/4.00

WORK EXPERIENCE

Product Designer

The Michigan Daily | October. 2019 - Present

- Collaborated with group of web developers and product designers to design and test Michigan Daily web products
- Developed consistent branding identity by conducting user research and determining product purposes
- Worked to rapidly create prototypes and high-fidelity mockups for website and style guide designs

Digital Marketing Intern

Virtual Collaboration Research | July 2019 - August 2019

- Conducted research to gather data from various companies to devise best social media marketing strategies for AI based applications
- Wrote and provided feedback on training manuals to make information more accessible to application users

Barista

Starbucks Coffee Company | October. 2019 - Present

- Expedited customer service speed and successfully coordinated with team members in high-stress situations, completing up to 110 transactions in a 30 minute tracking period
- Developed interpersonal skills and was able to calmly deal with customer conflicts and concerns in high traffic situations

LEADERSHIP EXPERIENCE

Taiwanese American Student Association

Executive Board - Publicity & Internal Programming Chair

- Increased engagements at several events by creating visual updates to advertise on social media platforms
- Effectively collaborated with a partner to plan and lead all logistical details of organization events

Taiwanese American Foundation

Marketing Intern, Volunteer Counselor

- Organized and led constructive workshops that fostered deeper connections and growth of over 90 middle school kids
- Handled program's social media and kept parents actively engaged on program developments with visual updates

CONTACT DETAILS

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PORTFOLIO

https://efangy.github.io/portfolio/

PROJECTS

Professor Website Redesign
UX Design
Designed and coded a fully functioning and accessible website using HTML/CSS and Javascript

S.S.W. Volunteer Dashboard
UX Research / UX Design
Worked with a team to conduct user research and ideate solution to approach problems of on-boarding and communication within South Side Weekly Newspaper

RELEVANT COURSEWORK

Data Oriented Programming
Web Design.& Accessibility
Design Thinking
Digital Product Design
Building Interactive Applications
Graphic Design
Data Manipulation
Statistics ^ Data Analysis
Cognitive Science

SKILLS

Design:
Sketch, Figma, Adobe Creative Suite (Photoshop Illustrator, XD), Invision

Programming:
HTML/CSS, Javascript/JQuery, Python