

Elena Fang

Work Experience

The Michigan Daily

Product Designer // 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 and worked to wireframe, rapidly prototype, and create hi-fi mockups for website and style guide designs

Virtual Collaboration Research Inc.

Digital Marketing Intern // July 2019 - August 2019

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

Starbucks Coffee Company

Barista // April 2019 - December 2019

- Maintained quick customer service speed and successfully coordinated with team members in high stress situations, completing up to 110 transactions in a 30 minute tracking period
- Effectively communicated with customers to help deliver orders tailored to specific customer requests
- 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 Chair, Internal Programming Chair // September 2018-Present

- Increased engagements at several events by creating visual updates to advertise on social media platforms
- Designed weekly emails to keep members updated on upcoming events and opportunities
- Effectively collaborated with a partner to plan and lead all logistical details of organization events

Taiwanese American Foundation

Marketing Intern, Volunteer Counselor, July 2018-August 2019

- Organized and led constructive workshops that fostered deeper connections and growth with group of over 90 middle-school kids
- Actively contributed to creating events that helped illustrate the program's mission of developing servant leaders in the Taiwanese-American community
- Handled the program's social media and kept parents actively engaged on program developments with visual updates

Contact

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Education

University of Michigan - School of Information

Bachelor of Science in Information, focus on UI/UX Research & Design
Minor in Entrepreneurship
Expected Graduation: 2021
GPA: 3.75/4.0

Relevant Coursework

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

Skills

Design:

Sketch, Figma, Adobe Creative Cloud (Photoshop, Illustrator, XD), Invision

Programming:

HTML/CSS, Javascript/JQuery, Python