

EDUCATION



University of Michigan
Ann Arbor

September 2014 - Present

Information Major Prospective
User Experience Design

GPA: 3.58

AREAS OF EXPERTISE

Customer service/satisfaction

Social Media Management

Resolving problems

Search engine optimization

Illustrator/InDesign/Photoshop

Microsoft Office

Chinese

PERSONAL SKILLS/VALUES

Team player

Attention to detail

Cultural Sensitivity

Social Justice Advocate

Highly motivated and willing to
learn

Fernando Wang

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PROFESSIONAL DEVELOPMENT ACTIVITIES

UX Design Consultant

UMSI Design Clinic Ann Arbor, Michigan

January 2015 – Present

- Developed in-depth UX designing skills by working closely with UMSI master students to develop web and mobile application interfaces for local entrepreneurial ventures
- Independently conducted user research, individual and focus group interviews to gain feedbacks from potential customers on design concepts
- Designed high-fidelity mockups using interview data and informal competitive analyses in Adobe Illustrator or Sketch for concept design and user testing

Social Media Co-Director

DarkHorse (Start-up company) Beijing, China

January 2015 – Present

- Created, curated, and managed all published content on Wechat (images and written)
- Tracked, listened and responded to subscribers while cultivating leads and sales
- Monitored trends in Social Media tools, applications, channels, design and strategy

Marketing Intern

Blind Start of America Cerritos, California

October 2012 – June 2014

- Consulted with Visually Impaired Individuals in order to identify their needs and provided them with relevant resources
- Created press releases, promoted programs through social networking, & assisted the marketing team with general strategy in Blind Start of America
- Planned and organized various fundraising, social events, and annual blind mud run by scheduling venue, creating marketing material, and determining each event's focus

WORK EXPERIENCE

Visitor Service Specialist (VSS) & Tour Guide

University of Michigan Office of Undergraduate Admissions Ann Arbor, Michigan

October 2015 – Present

- Served as public relations representative for University of Michigan by organizing information sessions and campus tours
- Assisted guests with check-in, scheduling, questions, and provided quality assistance
- Fostered strong working relationships with all VSSs, tour guides, and admission officers

Banquet Service Assistant

University Unions Catering Ann Arbor, Michigan

October 2014 – Present

- Arranged food stations and tables for events ranging from 15 guests continental breakfast to wedding reception for 200 guests
- Developed interpersonal and communication skills by greeting all patrons at the beginning and end of the event
- Managed food stock and all equipment at the venue and bars to ensure a positive dining experience

LEADERSHIP EXPERIENCE

President

National Mathematics Honor Society (Mu Alpha Theta) Cerritos, California

June 2012 – June 2014

- Established organizational skills by documenting and analyzing effective use of appropriated funds
- Organized officer and general member meetings
- Planned and oversaw district competitions for local elementary and middle school students
- Trained new officers by addressing their position duties and following up their assigned tasks

Vice President of Membership Service

Taiwanese Student Association Ann Arbor, Michigan

September 2015- Present

- Directed and coordinated various events for members with the committee chairs and other committee members. Established budget, reviewed locations, and ordered necessary items