

Shirley Huong

Product Designer

shirleyhuong.com
huongshirley@gmail.com
646 421 3305

EXPERIENCE

Present -
Jan 2017

Paperless Post
Product Designer (Discovery Team)

Worked as a member of the design team to help create educational and inspirational experiences with a focus on retention and new user acquisition. Designed "Education for Mobile Web" features for Q3 and saw a lift in higher user touchpoint resulting in a 73% visitor-to-creator conversion rate.

Dec 2016 -
July 2016

Paperless Post
Product Designer (Experimental "Flyer" Team)

Worked with a PM to help define and design Planning Tools for a casual get together group chat mobile app.

August 2015 -
May 2015

Grand Army
Visual Design Intern

Actively participated in the concept and the creating brand collateral for clients such as Nike and Tuft & Needle. Responsibilities included research, concept, execution of design work; illustrations, page layout, implementation of typographical systems, and physical design of each piece.

August 2014 -
June 2014

Ruckus Marketing
Visual Design Intern

Researched, created and maintained content for mobile clients such as Undies.com and Selvera. Wireframed and designed banners for Ruckus's website development and landing pages.

Jan 2011 -
August 2013

Razorfish
Ad Operations, Campaign Management

Managed and trafficked campaigns from start to finish: created and assigned ads, sent tags to publishers, gathered screenshots of live placements for client. Trained and mentored team members with the knowledge of MS Atlas, Titan and onboarding documents.

SKILLS

Tools

Sketch 3
Photoshop
Illustrator
After Effects
Invision
Principle
Zeplin

Process

User Research
Competitive Analysis
User Flows
Usability Testing
Interaction Design
Wireframing
Prototyping
Visual Design

EDUCATION

May 2016 -
Sept 2013

School of Visual Arts
BFA Interactive & Graphic Design
Dean's List, Art Director's Club

May 2010 -
Sept 2006

Baruch College
BA Marketing