





# Jasmine Lang

Product UX Designer

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 [jlangdesign.github.io](https://github.com/jlangdesign)

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## Work Experience

### UX Designer

*KeyMe Locksmiths / Oct 2022 - Present*

- Perform user research and competitor analysis.
- Determine information flow and build sitemaps, task flows, wireframes, and prototypes.
- Develop consistent user flows across the kiosk and website.

### UX/UI Designer

*Operation 36 Golf / May 2019 - Oct 2022*

- Designed features for the web and mobile apps to increase user engagement by doing user research, wireframing, prototyping, and user testing.
- Collaborated with remote, cross-functional teams to brainstorm, plan, and deliver features/enhancements, then evaluated their success in terms of business and product outcomes.
- Led user research efforts by conducting surveys, interviews, and prototype testings, all of which helped us understand our users, uncover more product opportunities, and quickly test assumptions.
- Broke projects down into detailed tasks with assets, wireframes/prototypes, test cases, and endpoints for the developers to facilitate feature development and QA testing.
- Created various assets - including mockups, emails, packaging designs, and presentation graphics - to market our product and present concepts to stakeholders.
- Tested app features and reported bugs/UX issues to fix.
- Developed new web app features with React JS and fixed web app bugs as needed.

### Front-end Web Developer (Immersive Scholar Project)

*NCSU Libraries / Jul 2018 - May 2019*

- Designed storyboards, wireframes, mockups, and animations to convey concepts to our team and clients.
- Helped develop interactive web apps responsive to large video walls, desktops, laptops, and mobile devices.
- Documented usage and limitations in source code, READMEs, and open-source wikis so others knew how to set up our apps.

### Freelance Designer

*Self-employed / Mar 2017 - Dec 2017*

- Designed logos for clients, such as NCSU's Leadership in Public Science (LiPS), AHECTA, and NO. IV E-Sports Club.



## Education

### North Carolina State University

Bachelor of Graphic Design  
Minor in Computer Programming  
*Fall 2015 - Spring 2019*

### Hong Kong Polytechnic University

Interactive Media (Study Abroad)  
*Spring 2018*



## Software + Technology



### UX Design

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects



### Development

- HTML 5
- CSS 3
- JavaScript
- React JS
- Java
- C (programming)



### Other

- Asana
- Adobe InDesign
- Trevor.io
- Postman



## Design Skills

Task flows

User journeys

Wireframing

Prototyping

Coding

User research

Documenting

Animating

Illustrating