Jasmine Lang
Product UX Designer

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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 for the kiosk and website.
- Design marketing materials - such as email templates, packaging inserts, digital ads, and kiosk mockups - to win over retail partners.

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
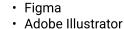Interactive Media (Study Abroad)
Spring 2018

💿 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)