Kevin Shang
Product Designer

Portfolio link

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WORKING EXPERIENCE

UX Design Intern | GoValley

May 2024 - Present, Remote, USA

- Redesigned GoValley responsive Job Searching website, Haitouwang by defining end to end UX, creating wireframes, mockups, and high-fidelity prototypes, resulting in bring up daily active users by **12.6%** and user engagement rate by **16.4%**.
- Proposed UX plans and initiated **5** MVP product features to stakeholders by analyzing UXR key findings and performance data to increase product business impact.
- Conducted **25** user interviews and **250**+ user surveys to gather user insights to validate design approaches and contribute to design iterations.

Design Lead | Capstone Project(Varsity Tutor)

Jan - Aug 2024, Pittsburgh, PA

- Produced Varsity Tutor responsive dashboard website design (ie. user flows, sketches, wireframes, high-fidelity mockups, and prototypes) by applying Human-centered Design Principle to enhance tutor teaching quality by **12.6%.**
- Iterated design solutions with the Varsity team based on user feedback and performance data, conducting **200+** user surveys and 20+ usability tests to ensure the success of the MVP launch.
- Optimized Tutor MVP launch UX approaches by analyzing and assessing transcripts using an AI coding tool, resulting in an **8.6%** improvement in course satisfaction rate.
- Collaborated with PM, Eng, PgM, and Marketing teams to define MVP launch scope by analyzing user and competitive landscape insights in lean approach, metric-driven working environment.
- Shared UX design trends on a weekly basis w/ UX team and cross-functional partners to advocate UX spirit and human-centered design principle.

Product Designer | Eth Tech

July - Dec 2023, San Francisco, CA

- Generated Eth Tech CRM responsive website end to end experience by creating User Interface and User Experience design to improve user acquisition by **16.5%.**
- Strategized UX plans and proposed **5+** design approaches with stakeholders to define business opportunities by analyzing competitor products and user needs.
- Transferred **10+** key user research findings into **4+** MVP launch features via conducting **300+** user surveys and **20** user interviews.
- Collaborated with PM, User Researcher, Eng, and Marketing teams to define MVP launch scope and ensure product launch success in a timely manner.

UX Design Intern | Tsinghua University

Feb - May 2023, Washington, DC

- Innovated company's Teaching AI tool end-to-end user experience by collaborating with Engineering & PM teams to analyze quantitative and qualitative evaluation data.
- Generated company responsive marketing website and branding system (ie. poster design, Figma design system) via applying **Google Material Design**.
- Hold workshop and Q&A sections with stakeholders to ideate product approaches and advocate user-centered design spirit.

EDUCATION

Carnegie Mellon University, School of Computer Science

Master of Educational Technology & Applied Learning Science (METALS)
December 2024

SELECTED COURSES

*User Experience Design /
Web Design / Interaction Design /
Service Design / Interactive Data Science*

University of Minnesota, Twin city

BA in Computer Science
May 2023

SELECTED COURSES

Graphic Design / Visual Design

DESIGN SKILLS

Responsive Web Design /
Mobile App Design / User Interface Design /
User Experience Design / Sketching /
Wireframing / Hi-fi Prototype /
Design System / Information Architecture /
Persona / User Flow / Storyboarding /
Branding / Accessibility Design

RESEARCH

User Research / A/B Testing /
usability Testing / Qualitative &
Quantitative Research /
Competitive Analysis

TOOLS+PROGRAMMING

Figma / Sketch / Adobe xD / PS / AI /
AE / Adobe CS / Principle / Flinto /
Miro / InVision / Jira / Trello / HTML /
CSS / R / C++ / C / Python / Javascript

AWARDS & HONORS

METALS Merit Scholarship