

Matt Fang

mattyfang10@gmail.com | (626) 377-1219

Skills: Sketch, HTML, CSS, Illustrator, Photoshop, InVision, Final Cut Pro X

LinkedIn: in/matthew-fang

Portfolio: matthewfang.me

Education

University of California, Los Angeles

B.S Cognitive Science (Expected Graduation: Spring 2020)

Los Angeles, CA

September 2016 - present

- Relevant Coursework: UX Design, Intro to Cognitive Science, Intro to Behavioral Psychology, Psych Statistics

Experience

Phoenix & Powell

Product Designer

Los Angeles, CA

April 2018- present

- Developing and executing UX research from user interviews/personas to gathering data insights
- Contributes to end-to-end design process from usability testing to creating effective mockups/wireframes

Free Money for Founders

Head of Product and Founder Acquisition

Los Angeles, CA

December 2017- March 2018

- Utilized OKR and NPS models to develop foundation of company values and internal organization
- Created a scalable MVP and created appropriate social media deliverables and design resources
- Generated over 10,000 facebook engagements and 90% attendance for all FMFF related events

Creative Labs

Designer and Marketing Board Member

Los Angeles, CA

March 2017 - March 2018

- Increased university engagement with workshop projects using various digital marketing strategies
- Designed flyers and ad content for events regarding web development, design, and speaker events

Campus Events Production

Digital Media Producer

Los Angeles, CA

September 2017 - present

- Generated over 10,000 views and engagements for UCLA's "Bruin Bash" music festival video
- Produced videography content for artists and agencies including: Aminé, Mura Masa, Jay Som, etc.
- Collaborates with Web Development and Online Marketing staffs to utilize resources for marketing

Freelance

YouTube Content Creator

Los Angeles, CA

June 2016 - present

- Generated over 6000 channel views, 8500 minutes of view time through YouTube content
- Works with creative art platform, Lux 8, to publish video and blog content