Matt Fang
accessibility-minded designer

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Education

University of California, Los Angeles   **Expected: Spring 2020**
- B.S. Cognitive Science with coursework in UX Design

Experience

Samsara, Inc - Product Design Intern   **Summer 2019**
- Incoming Product Design Intern at the San Francisco Office

Warby Parker - Product Design Intern   **Summer 2018**
- Redesigned entireity of accounts section through complete end-to-end design process
  increasing average user retention rate in A/B testing [NDA]
- Created multiple prototypes for various projects to expedite developer hand-off and improved
  pre-existing model for design/engineering quality assurance
- Aided in the creation of iconography for POS systems used in all WP retail stores nationwide;
  designed e-commerce components for in-house universal design system

Sigma Eta Pi - Director of Design & Marketing   **Winter 2019**
- Created all Winter Recruitment assets including digital flyers, social media marketing,
  physical flyers, clothing, rush video, and branding style guide
- Reached over 10k marketing campaign including: 6k+ in rush video engagement,
  30% increase in social media following, 30% increase in website clicks, and 95 event attendees
- Spearheaded development of templated instructions and technical tutorials for more efficient
  handoffs to future marketing and design directors

Phoenix & Powell - Product Designer   **Spring 2018**
- Redesigned user interface and interaction design elements for Chance, a high-growth
  Los Angeles based finance-tech application
- Gathered insights from over 40 user interviews to produce valuable design direction
  to increase conversion metric for user onboarding
- Conducted additional usability tests and produced various fidelity wireframes to expedite
  design processes for quicker transition to A/B testing

Skills

Design: Sketch, Adobe XD, Figma
Prototype: Principle, Invision
Graphic: Illustrator, Photoshop, Indesign
Development: HTML/CSS, Java, C++

Awards

2019 Kleiner Perkins - Design Fellow Finalist
Spring 2019 Adobe Creative Jam - 3rd Place