

# Matt Fang

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**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.

**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