

# Matt Fang

## Contact

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matthewfang.me

## Education

**University of California, Los Angeles**

**Expected: Spring 2020**

- B.S. Cognitive Science with coursework in UX Design

## Skills

Sketch  
Principle  
InVision  
Illustrator  
Photoshop  
InDesign  
HTML / CSS  
Final Cut Pro X

## Experience

**Warby Parker - UX Design Intern**

**Summer 2018**

- Redesigned entirety of accounts/profile section through complete end-to-end design process, increasing average user retention time 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; built e-commerce components for in-house universal design system

**Phoenix & Powell - Product Designer**

**Spring 2018**

- Redesigned user interface and interaction design elements for Chance, a high-growth Los Angeles based fintech 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 process for quicker transition to A/B testing

**Free Money for Founders - Head of Product**

**Winter 2018**

- Utilized OKR and NPS models to develop core company values and established foundation for internal team structure
- Created a scalable MVP and produced extensive social media deliverables and design resources for entire winter marketing cycle
- Generated over 10,000 Facebook engagements and 90% attendance for all workshops, speaker series, and mentoring sessions

## Leadership

**Creative Labs - Design and Marketing Board**

**Winter 2017 - 2018**

- Increased university engagement of creative workshop projects using various social media platforms, marketing specifically through Youtube, Facebook, and Instagram
- Hosted and organized a speaker series for Adobe and Sketch softwares, with a turnout of over 150 students and an average of 70% retention for following events