



Max Goh

Product Designer
📍 Los Angeles, CA

Profile

I'm a process-driven Product Designer who strives to solve user problems with intentional and elegant solutions. With the end user in mind, I approach challenges with empathy, creativity, and enthusiasm.

Design Experience

The Good Fish - UX/UI Designer (Contracted)

01/2019 - 04/2019

- Researched and identified business goals and user needs
- Developed a competitive analysis of local sushi/seafood restaurant websites and compiled a heuristic evaluation
- Created the site map, user flows, wireframes, user testing, mock-ups, and responsive website

Pro Body Therapy - UX/UI Designer (Contracted)

10/2018 - 01/2019

- Developed user personas, competitive analysis, wireframes, mock-ups, and prototypes while collaborating with stakeholders
- Established content strategy and information architecture

Snapchat - Account Manager II & Ad Operations Specialist

07/2015 - 08/2018

- Led and developed a task management system within Salesforce for managers and traffickers to prioritize and load balance tasks in full context with complete visibility
- Created a quality assurance tool to minimize manual campaign setup errors and decrease makegoods
- Designed a video screenshot tool that captures frames by quartile of ads for post-campaign deliverables

Education

General Assembly

Front-End Web Development
03/2019 - 05/2019

UCLA Extension

User Experience and Interface Design Bootcamp
05/2018 - 10/2018

UC Berkeley

BA, Media Studies & BA, Sociology
06/2010 - 12/2012

Portfolio

✉️ www.maxzgoh.com

Contact

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Skills

A/B Testing, Competitive Analysis, Content Strategy, Empathy Maps, Heuristic Analysis, Journey Maps, Low/High Fidelity Mock-ups, Prototyping, Responsive Web Development, Site Maps, Style Guide Development, Usability Testing, User Flows, User Interface Design, User Interviews, User Personas, User Research, and Wireframing

Tools

Sketch	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>
InVision	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>
Framer X	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>
Axure	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>
Atom	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>

Languages

HTML5	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>
CSS3 (SCSS/SASS)	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>
JavaScript (jQuery)	<div style="width: 100%; height: 10px; background-color: #f0ad4e;"></div>

Interests

Design trends, music production, photography, yoga, meditation, and ping-pong