

# Richard Giang

Product Designer

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## EXPERIENCE

### UX Product Lead

Empower Health

Remote Contract

May 2022-Present

Leading as a design contractor for a startup focused on metabolic disease management. Actively defining design systems and direction in collaboration with founding members. Managing a product through sprints towards the development of a click-through prototype in Figma. Conducting brand identity formation while educating founding members on best practices.

### UX Engineer/Co-Founder

Grains

Columbus, OH

August 2021-Present

Co-founded a venture centered around a mobile app that better connects food lovers with food creators and local restaurants by bridging digital and physical experiences. Grains underwent two pitch competitions led by myself and our technical co-founder. I've prototyped and developed iterative solutions through Figma and CSS/HTML/JS. I conducted qualitative and quantitative research methods towards validation. Currently pursuing a certificate in React.JS for bootstrap MVP development.

### PR & Creative Content Intern

Wexner Center for the Arts

Columbus, OH

August 2021-May 2022

Served on both the Creative Content & PR team as well as the Design Team, executing on market research and PR correspondence in addition to UX design and research for the redesign of the blog. I conducted competition research in collaboration with the visual design intern to evaluate best practices on museum website design and navigation. I produced wireframes for the blog landing page and individual posts.

### Managing Editor for Design

Lantern Media Group

Columbus, OH

May 2020-May 2021

Successfully led the production direction and design vision covering print, social, and web for the newspaper in a completely remote environment while managing two designers. I redesigned the Arts & Life section of the website during overhaul improving traffic by 15%. Collaborated with design team, managing editors of each section, and editor-in-chief to produce full issues twice per week. I prototyped, developed, and shipped a landing webpage for the Black Voices special project using HTML and CSS drawing in 600+ visits.

### Market Research & Design Intern

CrossScreen Media

Washington, D.C.

May 2020-August 2020

I was on a two-person team with the VP of Marketing to manage all responsibilities of creative content and marketing for a high-growth startup with 31 employees. I conducted market research, designed branding content, and planned and developed promotional content improving engagement by 18%. Furthermore, I collaborated with an external company to oversee the implementation of the new website design and SEO optimization.

## EDUCATION

### The Ohio State University

Bachelor's of Arts in Human-Computer Interaction

Minors: Design Thinking & Studio Art

Columbus, OH — August 2018-May 2022

Honors: Summa Cum Laude, Dean's List AU18-SP22, Outstanding Senior Award (Top 20 graduating seniors), Buckeye Leadership Fellows (1 of 28), Sphinx Senior Honorary (1 of 24), Spectrum Communications Scholar

### Google UX Design

Professional Certificate

April 2022 - Present

### Udemy Modern React

with Redux

March 2022 - Present

## SKILLS

Figma

Adobe XD

Maya

Figma/Miro

Illustrator

InDesign

Photoshop

Premier

HTML

CSS

Javascript

React.JS

Qualtrics

Mixed Methods  
Research

Wireframing

Photography

Videography

## RECOGNITION & INTERESTS

### RECOGNITION

TEDxOhioStateUniversity

Bloom Main Event Speaker 2022

Title: *Reconciling Cultural Identity through Food Stories*

1 of 13 speakers; only undergraduate

### INTERESTS

Tech Startups

Food Trucks

AR/VR

Web 3.0

Yelping

Solo Travel

Food Documentaries

Small Business Consulting