

Richard Giang

Product Designer

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EXPERIENCE

UX Product Lead

Empower Health

Remote Contract

May 2022-Present

Pioneering design direction and strategy as the fifth employee of a high growth startup. Orchestrating user-centric design systems and brand identity in collaboration with founding members. Crafting user flows, wireframes, and clickable prototypes using Figma. Deploying user research initiatives to conduct user surveys, interviews and producing user personas, and journeys.

UX Engineer/Co-Founder

Grains

Columbus, OH

August 2021-Present

Co-founded a mobile app company while being a full-time student. Partnered with co-founders to draft and deliver pitches for two pre-accelerators, gaining admittance to both. Designed iterative prototypes using Figma and HTML/CSS/JS. Conducted mixed methods research towards market validation with 270+ survey respondents and 15+ qualitative interviews. Actively pursuing certification in React.JS for bootstrap MVP development.

PR & Creative Content Intern

Wexner Center for the Arts

Columbus, OH

August 2021-May 2022

Analyzed media landscape for museum publicity in weekly reports. Wrote, edited, and interviewed intern highlight blog series. Partnered with graphic design intern to conduct market competition research in museum blog design best practices. Created blog design inventory and developed multiple low and high-fidelity prototypes in Adobe XD.

Managing Editor for Design

Lantern Media Group

Columbus, OH

May 2020-May 2021

Spearheaded the design direction and vision for the entire organization in a completely remote environment while managing workflow for two designers. Overhauled the Arts & Life section of the website improving traffic by 15% to record-highs. Collaborated with numerous stakeholder groups to produce two full issues per week. Prototyped, developed, and shipped a special projects webpage using HTML & CSS engaging 700+ visitors.

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

Illustrator

HTML

Qualtrics

Photography

Adobe XD

InDesign

CSS

Mixed Methods

Videography

Maya

Photoshop

Javascript

Research

Figma/Miro

Premier

React.JS

Wireframing

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