

NICK SNG

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EXPERIENCE

WesMarketplace

Founder, Product Designer, Front-end developer

Sep 2022 – Present

- Led the end-to-end design process, utilizing wireframes and prototypes to inform 0 to 1 development of an online college marketplace; achieved user engagement with nearly 500 users, 400+ listings, and 80+ successful transactions within 6 weeks of launch.
- Designed and implemented a social media sharing feature, incorporating timely user prompts and delightful animation. This strategic approach significantly enhanced platform discoverability, driving 40% of total user acquisition.
- Conducted qualitative user research, such as user interviews, to identify key pain points around buying/selling items; utilized personas and journey mapping to inform design decisions.
- Collaborated in a cross-functional setting with back-end developer, ensuring seamless integration with 3rd party APIs and a responsive web and mobile user experience.
- Teamed up with Product Marketing Manager to strategize beta testing and user onboarding, resulting in over 200 user sign-ups within first week of launch.

Taste Like

Product Designer

Sep 2022 – April 2023

- Conducted comprehensive user research through surveys and interviews for a new alternative protein directory, translating gathered data into actionable design criteria using affinity diagrams.
- Led the design and development of a discussion board interface, balancing tradeoffs between aesthetics, functional requirements, and technical constraints.
- Synthesized research insights to develop user personas, user flows, and wireframes, ultimately informing key design decisions and value proposition for the directory.
- Partnered closely with co-founder to develop a branding and style guide that aligned with the company's core values and mission; ensured compliance with WCAG 2.1 AA standards for web accessibility.

Y Suites

Product Design Intern

May 2022 – Sep 2022

- Rapidly prototyped a complex, multi-faceted student accommodation super-app, prioritizing user-centric design and intuitive navigation to enhance information discoverability and ease of use across features such as social feed and payment gateways.
- Designed a web-based admin CMS for the mobile app with an emphasis on user-centered design, enabling easy navigation and efficient task flows for administrators.
- Developed and maintained a design system, employing reusable components and patterns to ensure UI consistency across mobile and web platforms while accelerating the design-to-development process.
- Iteratively refined the mobile app prototype by leveraging insights gathered from usability testing sessions with students, focusing on optimizing user flows and interface elements.

EDUCATION

Wesleyan University, Middletown, CT

Sep 2019 – May 2023

Bachelor of Arts, Psychology

Overall GPA: 3.87/4.00 **Scholarship:** Freeman Asian Scholar

SKILLS

Software and programming: Figma, Adobe Creative Suite, HTML, CSS, JavaScript, Python, SQL

UX: Interaction Design, UI Design, User Interviews, Personas, Wireframing, Rapid Prototyping, Design Systems, Information Architecture, Accessibility, Responsiveness, Usability Testing, Product Thinking, Competitor Analysis