




# JANET OUYANG

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## UI / UX DESIGNER

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Hello! I am a **digital product designer** with an ambition to help create something memorable and meaningful - **something that touches millions across the world**. Questing for an ideal, enjoyable solution to problems - often puzzles by themselves - is what draws me to design, and I'm interested in creating digital experiences with an impact by **combining user-centric thinking with business needs**.

## WORK EXPERIENCE

### UX Researcher & Designer

Landsure Systems / Jan 2017 - May 2018

**Designed and researched in a team for a major upheaval of the Landsure online portal for land-transfer form creation and submission, used by legal professionals in BC.**

- Wireframed the low and hi-fidelity UX, UI, and interactions of the online platform (currently still in development).
- Researched over 50 users through design methods such as focus groups, site visits, and user interviews.
- Created personas, journey maps, storyboards, and user task flow charts by synthesizing research.

### UX Designer

Plasmatic Technologies Inc. / Sept - Dec 2017

**Worked as a UX/UI designer on a Plasmatic's flagship product, a smart home keypad interface (Alana), along with its product website and print marketing materials.**

- Wireframed and prototyped the entirety of Alana's interface, experience, and interactions.
- Redesigned and coded an overhaul of the Alana product website.
- Created print marketing materials for Plasmatic, such as an infographic and roll-up banners.

## SKILLS

UI/UX design  
Interaction design  
Wireframing  
Prototyping  
Information architecture  
User research  
User testing  
Research artifacts  
Content/copywriting  
Narrative/storytelling

## TOOLKIT

Sketch	Adobe Suite
Axure	HTML/CSS
Balsamiq	Keynote
Figma	Unity

## PROJECTS

### Dungeons & Dragons Beyond

Senior Experience Design Course / Sept - Dec 2018

**Designed an e-learning extension of the existing D&D Beyond mobile application to provide a more personal and engaging learning experience for newcomers to D&D.**

- Lead the product strategy and ideation for the project, in a team of 6 students.
- Wireframed the low and medium-fidelity flow and information architecture of all iterations of the product.
- Compiled and analyzed user research to create user artifacts, such as journey maps and personas.
- Facilitated user tests and interviews throughout the project's duration.

## INTERESTS & FUN FACTS

- I love dabbling in other types of design, such as character, fashion, and interior. Especially interior.
- I love gaming and have played many types of games of various genres, such as the Elder Scrolls and Overwatch.
- Using a book on HTML, good old Microsoft Notepad, and Geocities, I taught myself how to code my own website in middle school, which turned into a graphic design hobby site I ran for over 8 years!
- Some of my other hobbies include creative writing, digital art, and typing really, really fast.

## EDUCATION

### Interactive Arts & Technology (B.A)

Simon Fraser University  
May 2014 - Dec 2018

## RELEVANT COURSES

Digital Experience Design  
Interaction Design  
Mobile Interface Design  
Design Methods  
Graphic Design  
Web Development  
Game Design  
Android Development  
Environmental Immersion