JANET OUYANG

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

Participated signficantly in all aspects of a major redesign of LandSure's online portal, used by BC legal professionals in the land-transfer processes.

- 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
Figma	HTML/CSS
Axure	Keynote
Balsamiq	Unity

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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.

- Redesigned the user interface and interactions when revisiting the project after the course.

- 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.

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

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.