STELLA DING

Portfolio
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EDUCATION

University of Washington-Seattle
Human Centered Design Engineering
Graduation in June 2018
GPA 3.6

DESIGN EXPERIENCE

Product Designer
Joy, Seattle
April 2016– Present

Joy is part of the Y Combinator Summer 2016 Batch. During YC, Joy's acquisition grows for 10X, and the retention grows by 47.8%.

Own and close 20+ projects to improve the overall experience of the product.

Design processes include conducting user research to determine problem statements, sketching, storyboarding, wireframing to creating mockups and motion design in order for the finalization of the experience.

Part time amateur growth hacker. With the approximately the same ad budget, increase acquisition by 10% each week for 3 weeks.

President
Pixel Husky, Seattle
December 2015 – Present

Pixel Husky is the first design club on campus dedicated to connect non-designers with the design communities.

Manage a team of 7; organized 4-5 events per quarter; oversaw all event-related activities including networking, event planning, marketing, fundraising, design etc.

MARKETING EXPERIENCE

Marketing Coordinator
ASUW Experimental College, Seattle
June 2015 – Present

Develop and make budgets for promotional campaigns by analyzing metrics and campus & community outreach; Successfully increased registration by more than 40% for 2016 Winter Quarter comparing to last year given the same amount of classes.

Launched a new intern application which has 27 applications in two weeks, interviewed 20 applicants in two weeks and organized the team of five interns throughout the year

Serve as resources for instructors and assist them in creating personal promotional campaigns for their courses; Created a new marketing guide and developed guidelines make better decisions about their classes.

RESEARCH EXPERIENCE

Research Assistant
HCDE Department, Seattle
December 2014 – June 2015

Research 1: Effects of different types of incentives on diversity and performance of the incentive receivers

Redesigned and modified survey to fit the new research goal; ran usability tests on pilots before launch to modify the survey.

Analyzed responses both quantitively and qualitatively using Excel to discover new research questions and to pinpoint possible design problems in the survey.

Research 2: Misinformation at crisis events

Published the paper "Keeping Up with the Tweet-dashians: The Impact of 'Official' Accounts on Online Rumoring" as a second author; the paper got in the 2016 CSCW Conference, and was selected as an honorable mention paper, a selective honor awarded to 5% of submitted papers.

SKILLS

Rapid prototying
Usability testing
Front end development
Leadership
Marketing
Recruiting
Photography

TOOLS

HTML Proficient
CSS Intermediate
InDesign Intermediate
Illustrator Proficient
Sketch Proficient
Principle Intermediate
Photoshop Intermediate
AfterEffects Intermediate

ACTIVITIES

UW Hyperloop Graphic Designer
ABSA Event Coordinator
CSA Public Relations Officer
FIUTS Marketing Committee
IXDA UW Member
UXPA UW Member
AIGA Seattle Member