

# Steven Oey

## UX/Product Designer

Interested in exploring the relationship between people and technology by understanding user behavior and creating unexpected solutions.

### WORK EXPERIENCE

**Filter Digital @ Nike** Digital Designer  
Beaverton, OR (Remote)

Apr. 2021 - Present

- Responsible for exploration, market repositioning and redesigning of web experience for unique Nike consumers.
- Work with the Marketing Sciences team to gather useful analytics to justify any proposed design changes.
- Collaborate with a cross-functional team (art directors, brand strategists, producers and external partners) to iterate designs and strategize on content and digital execution.
- Create user journeys and wireframes for global seasonal campaigns for web, app, and social.

**Thinkful** UX/UI Design Mentor  
Brooklyn, NY (Remote)

Apr. 2021 - Present

- Providing technical and professional support for students with 1-on-1 online video sessions as they progress through their UX/UI designer curriculum.

**Freelance/Contract** Product Designer  
San Diego, CA

Dec. 2020 - Jan. 2021

- I joined a team of contracted designers to create a new web application that connects users to charities across the country. Designed user flows and high fidelity mockups for two types of end users.

**BVA** UX/UI Designer  
San Diego, CA

Apr. 2018 - Sep. 2020

- Led over 12 new and existing brands with content strategy, visual design, and user research within the Shopify eCommerce space.
- Increased a makeup and skincare brand's eCommerce conversion rate by +44% for their "Value Sets" by redesigning and testing a new mobile purchasing flow.
- Increased a jewelry brand's average order value by +13% within the first month of launch by designing a new "Build Your Stack" feature from end-to-end.
- Led multiple content strategies and design presentations to key stakeholders, while validating my designs through user testing, Google Analytics, and insights from client's customer support teams.
- Designed information architectures, flow diagrams, wireframes, and high fidelity UI mockups for a variety of landing pages and custom features.

**Hologic** Systems Engineer  
San Diego, CA

Aug. 2015 - Sep. 2017

**Genentech** Bioprocess Associate  
Oceanside, CA

Jun. 2013 - Jul. 2015

### CONTACT

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### SKILLS

Interaction Design  
Visual Design  
Usability Testing  
User Research  
Content Strategy  
Copywriting  
HTML & CSS  
Basic Javascript

### TOOLS

Figma  
Sketch  
InVision  
Abstract  
Adobe Photoshop  
Adobe Illustrator  
Principle  
Google Analytics  
Userlytics  
TryMyUI  
LuckyOrange

### EDUCATION

#### **Bloc.io**

Sep. 2017 - Feb. 2018  
UX Design, Visual Design, UX Strategy, Design Thinking, User Research

#### **San Diego City College**

Aug. 2016 - Jan. 2017  
Basic Graphic Design, Typography I, Digital Media

#### **UC San Diego**

Sep. 2009 - Jun. 2012  
B.S. Chemical Engineering