

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 III
Beaverton, OR (Remote)

Apr. 2021 - Present

- I create user journeys and wireframes for global seasonal campaigns (NOCTA, Tokyo Olympics, MMW, ESC, ISPA) that live on nike.com, Nike App, and Instagram.
- Work with Catalyst Brand Management, Consumer Digital Marketing, and Marketing Science to create unique digital experiences. For example, designing three different user journeys for Nike x MMW Yoga campaign, which targets Nike's Visionary, Trend Maven, and Sports Inspired affinities.
- Along with members of the Catalyst team, I began strategizing and designing a new nikelab.com web experience for both Nike Design Exploration and Catalyst brands.
- As the Digital Design 'Subject Matter Expert' for the Catalyst team, I provide insights for new opportunities within Nike's CMS. For example, unlocking the use of In-Wall Content and Product Wall banners to help customers better understand product benefits on nike.com.
- I partner with Brand Creative to design and re-touch brand assets, such as creating motion assets for Every Stitch Considered HO21 campaign using Adobe After Effects.

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 Suite
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