# Ssu-Ting Wang

## UX Research & Designer

512-840-8613     stw.angie@gmail.com     ssutingw.com

## EDUCATION

### M.S. Information Studies

University of Texas at Austin, TX

2018-2020 | GPA 3.89/4.0

### B.S. Psychology

Kaohsiung Medical University, Taiwan

2012-2016 | GPA 3.84/4.3

## SKILLS

### Design

Wireframing
Prototyping
Sketch
Figma
Adobe Illustrator
Adobe Photoshop

### User Research

Survey Design
Interviews
Card Sorting
Competitive Analysis
User Journey Map
Persona
SPSS
Google Analytics

### Evaluation

Usability Testing
Heuristic Evaluation
Cognitive Walkthrough

## PROJECTS

### User Researcher | QEESI

Jan 2019 - Present

- Conducted interviews to understand user's awareness of potential chemical exposure.
- Planned and led usability testing to identify usability issues of QEESI

### User Researcher & Designer | Me Uni

Sep 2018 - Dec 2018

- Conducted competitive analysis and subject matter expert interview to identify user's difficulties of keeping meditation
- Built a medium-fidelity prototype of meditation app assisting users practicing meditation on regular basis

## WORK EXPERIENCE

### Account Manager | Yuan Shi Digital Technology

Sep 2016 - June 2017

- Analyzed metrics to optimize digital campaigns to maximize client's ROI
- Created digital media strategies for clients and collaborated with cross-functional teams to implement integrated marketing campaigns
- Maintained a close liaison with clients and responded to their inquiries in a timely manner
- Won a competitive business pitch and acquire $266K media budget from a game company
- Augmented ROI by 40% for a clothing retail client by analyzing primary customer features and targeting new potential customers
- Generated a 26% conversion at point of installing mobile apps and decreased CPI by 33% for a security software client

## VOLUNTEER

### Exhibition & Gaming Crew | SXSW

March 2019

- Timely communicated with exhibitors and SXSW staff
- Directed exhibitors during load in/out process