

# Ssu-Ting Wang

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## EDUCATION

The University of Texas at Austin

MS in Information Science | May 2020

- Current Courses: Understanding Research, Design User Interfaces for Children, Consumer Health Informatics

Kaohsiung Medical University

BS in Psychology | June 2016

## EXPERIENCE

Account Manager, Digital Marketing

Yuan Shi Digital Technology, Taipei, Taiwan | Sept. 16 - Jun. 17

- Created digital media strategies for clients
- Collaborated with cross-functional teams to implement integrated marketing campaigns
- Analyzed metrics to optimize digital campaigns and maximize client's ROI
- Managed the budget of more than \$1M for 13 clients
- Won a competitive business pitch and acquire \$266K media budget from a game company
- Generated a 26% conversion at point of installing mobile apps and decreased CPI by 33% for a security software client
- Augment ROI by 40% for a clothing retail client by analyzing primary customers features and targeting new potential customers
- Taught Google Adwords classes to enhance staff knowledge and techniques for optimizing ads

## PROJECTS

Researcher & Designer | City Rangers

Design User Interfaces for Children | Sep. 18 - Dec. 18

- Conducted user observation to learn about how children interact with coding tools
- Interviewed parents about their child's use of technology and their beliefs about how technology influences children
- Built a coding game prototype aiming to help young children acquire age-appropriate programming experiences and enhance computational thinking

Researcher & Designer | Me Uni.

Consumer Health Informatics | Sep. 18 - Dec. 18

- Conducted literature review, competitive analysis and interviewed meditation expert to gather insight on the integration of meditation with technology
- Built a prototype of meditation app and incorporated gamification elements into design to assist users to form a habit of practicing meditation

## VOLUNTEER

Speaker

Kaohsiung Municipal Cianjhen Senior High School | Dec. 15

- Delivered a speech, "Psychology in Our Daily Life: Relationship, Love, and Stress"

Helping Teacher

Southern Regional Children's Home | Sept. 13 - Jan. 14

- Tutored children in families that lacked educational resources

## SKILLS

DESIGN

Wireframing  
Prototyping  
Sketch  
Figma  
Adobe Illustrator  
Adobe Photoshop

RESEARCH

User Observation  
Survey Design  
Interview  
Competitive Analysis  
A/B Testing  
SPSS

MARKETING

Google Analytics  
Google Adwords  
Facebook Ads Manager  
Bing Ads

## LANGUAGE

English | Fluent  
Mandarin | Native