

Ssu-Ting Wang

UX 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

HTML5 / CSS

User Research

Survey Design

Interviews

Affinity Diagram

Competitive Analysis

User Journey Map

Persona

SPSS

Evaluation

Usability Testing

Think Aloud

Heuristic Evaluation

Cognitive Walkthrough

Others

PHP

MySQL

Google Analytics

Projects

User Researcher | QEESI

Jan 2019 - Present

Planned and conducted interviews to understand user's awareness of potential chemical exposure. Led usability testing to identify usability issues of QEESI.

User Researcher & Designer | Me Uni

Sep 2018 - Dec 2018

Conducted literature review, 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 daily basis.

Work Experiences

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
- Collaborated with cross-functional teams to implement integrated marketing campaigns
- 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

Volunteer

Exhibition & Gaming Crew | SXSW

March 2019

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

Speaker | Kaohsiung Municipal Cianjhen Senior High School

Dec 2015

Delivered a speech, "Psychology in our daily life: Relationship, Love, and Stress."