

Ssu-Ting Wang

UX Researcher & Designer



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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 3.86/4.3

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 discover 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 processes