

Ssu-Ting Wang

UX 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 3.84/4.3

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 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
- 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."