

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

HTML5/CSS

User Research

User Observation

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

Client: UT Health San Antonio | Jan 2019 - May 2019

- Performed UX research including heuristic evaluation, competitive analysis, interviews, and usability testing to fully understand issues of QEESI's interfaces and provide feasible solutions

User Researcher & Designer | Flora

Course: Consumer Health Informatics | 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 an eCommerce 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