

SZU-FANG WANG

PRODUCT DESIGNER

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"Szu-Fang is a trustworthy, detailed-oriented professional who delivers results that exceed expectations. ... A fast learner willing to take on different types of challenges. ... all of which are extremely helpful for SelectEd to promote its business. I wholeheartedly recommend her." — Amy Wang, CEO, SelectEd

EDUCATION

Human-Computer Interaction

Master's (2020)

Northeastern University, Boston

GPA: 3.8/4.0

Computer Science and Information Management

Bachelor's (2015)

Soochow University, Taiwan

Junior/Senior GPA: 4.0/4.0

SKILLS

Design

User-Centered Design, Cross-Platform Design, Interaction Design, Wireframe, Prototype, User Flows, Design Thinking, Information Architecture, Content Strategy, Typography

Research

User Interviews, Personas, Journey Map, Card Sorting, Usability Testing, A/B Testing

Tools

Sketch, InVision, Adobe XD, Photoshop, InDesign, Balsamiq, Keynote, Power BI

Development

HTML, CSS, JavaScript, Python, Java (Android), Swift (iOS)

VOLUNTEER

Lions Clubs International, 2017

Graphic designer for the 100th anniversary celebration.

EXPERIENCE

Product Designer

SelectEd | Providence, RI | Apr 2019 - Aug 2019

- ▶ Increased company income 5X in two months by creating UX/UI design and the front-end development for the company cross-platform website.
- ▶ Collaborated with CEO, COO, and the marketing manager to define the product vision and platform features.
- ▶ Reached the net promoter score to 92 by holding usability tests and acting on feedbacks from stakeholders and customers.

UX/UI Design Engineer, IoT Software Solution

MtM+ | Taipei, Taiwan | Jan 2017 - Aug 2018

- ▶ Delivered user-centered design for web and mobile applications for IoT software solutions in a fast-paced startup environment.
- ▶ Partnered with engineers, researchers, and project managers to oversee the user experience of the products and to increase customer satisfaction.
- ▶ Contributed to a smart factory solution by creating the data visualization dashboard, helping customers to save operating cost more than \$90,000/yr.

IoT Software Engineer, Android

MtM+ | Taipei, Taiwan | Jul 2015 - Dec 2016

- ▶ Supported 3 products at once, while managing time, prioritizing tasks, and working within deadlines.
- ▶ Developed a smart home lighting solution for Everlight, the world's 5th largest LED manufacturer.

PROJECTS

UX/UI Design Lead

Cambodia Center of Human Rights | Sep 2019 - Dec 2019

- ▶ Led the team of 4 graduate designers to improve the online donation by revamping the website, decreasing the user error rate from 71% to 0.3%.
- ▶ Won 1st place in the department's graduate project competition and best presentation.

UX/UI Design Lead

True Ticket | Sep 2018 - Dec 2018

- ▶ Oversaw the design process from user research to high-fidelity interactive prototype for the new ticket selling application.