

# Szu-Fang Wang

User Experience Designer

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## Summary

A UX designer and implementer with over 3-year industrial experience. I am a detail-oriented person with a passion for distilling complicated problems into simple solutions. With interdisciplinary academic backgrounds in design, technology, and business, I focus on designing aesthetic and technical solutions that balance between users and businesses.

## Work Experience

### User Experience Design & Engineer Intern

SelectEd | Providence, RI | April 2019 - Aug 2019

- Doubled the company's income by designing and developing the company's official platform.
- Translated designs and wireframes to build a functional website by using HTML5 and CSS3.
- Utilized Adobe XD for rapid prototyping and optimizing user flow and interface design, increasing follow rate by 56%.

### Product Designer & Engineer

MtM+ Technology Corps | Taipei, Taiwan | Jul 2015 - Aug 2018

- Released company's Toolbox mobile application on Google Play, developing it from ideation to launch, designed the entire experience, and coded the application.
- Collaborated with project managers and engineers to transform business requirements and user research results into real-world mobile applications.
- Decreased average operating cost more than 50% by creating visualization dashboards to monitor data in IoT devices for smart factories on Power BI.
- Proactively solved company's inefficient presenting problem by developing a new Android application, increasing company's revenue by 15%.
- Defined and developed company's API as a portal for company's IoT sensors to ensure their high performance.

### Visual Design and Software Engineer Intern

LLD Technology Corps | Taipei, Taiwan | Jan 2015 - Jun 2015

- Designed data structures and data flow to improve data storage and management for a staff card system.
- Defined the architecture, modules, interfaces, and database to operationalize a parking payment system.
- Partnered with engineers to define and deliver new features, test new concepts and assist with final implementation.
- Supported multiple projects simultaneously while meeting tight deadlines.

## Education

### MS in Human-Computer Interaction

Northeastern University | Boston, MA | Sep 2018 - expected Mar 2020

- **Cambodia Center of Human Rights** : Starting from analysis research, I managed the team to redesign and to develop a new official website by using Adobe XD and Bootstrap.
- **True Ticket** : As a design lead, we helped a ticket-selling platform to design a user-friendly mobile application from users' needs and perspectives.

### BBA in Computer Science and Information Management

Soochow University | Taipei, Taiwan | Sep 2011 - Jun 2015

Junior/ Senior GPA: 4.0/4.0

- **iOrder** : Led the team to win an excellence award. Including frontend application and backend system, our team brainstormed, prototyped, and developed a multi-function system for customers and restaurants.

## Skills

### Design

Visual Design  
Interaction Design  
Sketch  
Wireframe  
Prototype  
Persona  
Journey Map  
Card Sorting  
User Research  
Usability Test  
A/B Test  
Information Architecture

### Tools

Sketch  
InVision  
Balsamiq  
Adobe XD  
Adobe Photoshop  
Adobe Indesign  
Power BI  
Eclipse  
Android Studio  
GitHub

### Programming

HTML+CSS  
JavaScript  
Java  
C#  
MS SQL  
Python

### Knowledge

Human Interaction  
Android Development  
Data Analytics  
Information retrieval  
Artificial Intelligence  
AWS Cloud Architecting  
E-commerce  
Digital Marketing  
System Design  
Internet of Things

## Honors

### 1st Place Northeastern

CPS in Informatics  
Graduate Project  
Competition, 2019

### Excellence Award

International ICT Innovative  
Services, 2014