

# SHU-FANG WANG

## PRODUCT DESIGNER

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### EXPERIENCE

- **Full-Stack Product Designer, Intern**

SelectEd | Providence, RI | Apr 2019 - Aug 2019

Created and developed the official platform, increasing company income by 51%.

- **Product Design Engineer, IoT Software Solution**

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

Designed and developed apps and websites for IoT smart service in a fast-changing environment.

- ▶ Collaborated with PMs, engineers, and customers effectively by using prototypes and high-fidelity wireframes to communicate design ideas.
- ▶ Decreased average operating costs more than 50% by creating visualization dashboards to help factories predict maintenance requirements.
- ▶ Boosted follow rate more than 56% by redesigning the official website with a new information architecture and content strategy.

- **Software Engineer, Android**

MtM+ | Taipei, Taiwan | Jul 2015 - Jan 2017

Developed and launched mobile applications for the company and customers.

- ▶ Proactively solved the inefficient presenting problem by developing a new application, increasing revenue by 20%.
- ▶ Developed a smart home lighting solution for Everlight, the world's 5th largest LED manufacturer.

### EDUCATION

- **Human-Computer Interaction**

Master ( 2018 - Mar 2020 )  
Northeastern University, Boston

- **Computer Science and Information Management**

Bachelor ( 2011- 2015 )  
Soochow University, Taiwan

### PROJECTS

- **Team Lead**

Cambodia Center of Human Rights | 2019

- ▶ Won 1<sup>st</sup> place in the department's graduate project competition and best presentation.
- ▶ Improved the NGO's online donation by revamping the website with better user experience.
- ▶ Partnered with sponsor while spearheaded the team in research, analytics, design, and development.

- **UX Design Lead**

True Ticket | 2018

- ▶ Followed design thinking to provide a new solution for a ticket selling platform.

- **Team Lead**

iOrder | 2014

- ▶ Founded a cross-restaurants preorder system, including customer app, order and payment webpage, business analysis system, and database management.
- ▶ Won award in International ICT Innovative Services.

### SKILLS

#### Design

Visual Design  
Interaction Design  
Sketch  
Wireframe  
Prototype  
User Research

Persona  
Journey Map  
Card Sorting  
Usability Test  
AB Testing  
Information Architecture

#### Tools

Sketch  
Adobe XD  
Adobe Photoshop  
InVision  
Balsamiq  
GitHub

#### Programming

HTML+CSS  
JavaScript  
MS SQL  
C#  
Java  
Python