

# SZU-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 Engineer, IoT Software Solution

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

Designed and developed apps and websites based on the user mental model for IoT solutions.

- ▶ 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

CourseWorks: Human behavior Interaction System, Usability and Human Interaction, Data Analytics, AWS Cloud Architecting

### • Computer Science and Information Management

Bachelor ( 2011- 2015 )

Soochow University, Taiwan

Courseworks: System Analysis and Design, Artificial Intelligence, E-commerce and Internet Marketing

## PROJECTS

### • Team Lead

Cambodia Center of Human Rights | 2019

- ▶ Won 1<sup>st</sup> place in the department's graduate project competition.
- ▶ Spearheaded the team through all stages (competitor analysis, user experience research and design, and web development) in order to revamp the website and increase donations.

### • UX Design Lead

True Ticket | 2018

- ▶ Chaired team to create a mobile application solution for the ticket selling platform; communicated with others to turn user research results into a real-world solution.

## 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