

SHU-FANG WANG

PRODUCT DESIGNER

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EXPERIENCE

• Product Designer, 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 schema 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 toolbox application, which automatically detected and connected to IoT sensors and turned data into useful information, 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 1st 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