

# SZU-FANG WANG

## Product Designer

Accomplished product designer with 4 years' experience in startups. Experienced in user-centered design solutions with business goals in mind. Collaborated with cross-functional teams to increase company income 5X in 2 months. A detail-oriented team player and a creative problem solver.

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### EXPERIENCE

#### Product Designer Intern

SelectEd Inc. | Providence, RI | Apr 2019 - Aug 2019

- ▶ Increased company income +525% in 60 days by designing and developing the B2C cross-platform solution.
- ▶ Grew customer satisfaction to 86% by improving web usability.

#### UX/UI Designer & Engineer

MtM+ Corp. | Taipei, Taiwan | Jul 2015 - Aug 2018

- ▶ Collaborated with engineers and PMs closely to plan and execute 6 end-to-end products in a fast-paced startup.
- ▶ Reached the net promoter score 9.2/10 by discovering and solving the hidden usability problems of the app.
- ▶ Designed a B2B visualization dashboard by turning data into useful information, helping customers to save \$90k+/yr.

### PROJECTS

#### UX Design & Product Lead

Cambodia Center of Human Rights | Sep 2019 - Dec 2019

- ▶ Led 4 graduate designers to redesign the website, decreasing the user error rate from 61% to 0.3%.
- ▶ Won 1st place in the department's graduate project competition and best presentation.

#### UX Design Lead

True Ticket | Sep 2018 - Dec 2018

- ▶ Led the design team to oversee the design process from user research to final design for the SaaS mobile application.

### EDUCATION

#### Human Centered Informatics

Master's (2020)

Northeastern University, Boston

#### Computer Science and Information Management

Bachelor's (2015)

Soochow University, Taiwan

### SKILLS

#### Design

User-Centered Design, Cross-Platform Design, Interaction Design, Wireframe, Prototype, User Flows, Information Architecture, User Research, Usability Testing, A/B Testing

#### Tools

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

#### Development

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