

Shih-Ting Huang

User Experience Designer

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FEATURED UX PROJECTS

CureBack UX Designer

Ann Arbor, MI, Sep - Dec 2018

Designed a personal rehabilitative exercise mobile app to help chronic back pain maintain compliance with a home exercise program.

AnleneMove UX Researcher

Singapore, May - Jul 2015

Conducted a 21-day diary study to enhance the user engagement of a health habit-forming mobile application. Tracked, analyzed, and created a usability optimizing report on a study of voice mail interview.

Social Profiler Design Lead

Taipei, Taiwan, Mar - May 2016

Led a team of four to design a social analytics online tool that helps marketer gain insights of social media users; identified user needs through persona, wireframed the interfaces of product website and dashboard, and tested the usability through prototypes.

WORK EXPERIENCE

UMSI

Research Consultant

Ann Arbor, MI, Sep - Dec 2018

Consulted on improving outpatient scheduling information process at Briarwood Family Clinic; conducted a contextual inquiry of the stakeholders; crafted an in-depth analysis report on streamlining the patient scheduling.

Ogilvy

Senior Digital Consultant

Taipei, Taiwan, Sep 2015- Dec 2017

Consulted on digital-focused rebranding and new digital product development; conducted industrial and competitor survey; positioned key platforms tasks among digital ecosystem; delivered digital go-to-market plan and brand revitalization suggestions of the contents, usability, and brand tonality on digital platforms. Key clients: *CommonWealth Magazine* and *Dynacomware*- a Font Company in Taiwan.

Senior Social Media Planner

Taipei, Taiwan, Mar 2014 - Feb 2015

Led a team of four to pitch 15+ potential clients, helping grow the division by 400% YOY; developed digital marketing communication and social media strategies for 20+ global brands. Key clients: Adidas, Mercedes-Benz, Nestle Dolce Gusto.

Conceptualized and wireframed a gaming web app on Facebook and designed engaging social content for "Adidas Crazy Light 2" campaign; generated 60,000 shares and 1.2 million total impressions.

EDUCATION

University of Michigan

Ann Arbor, MI

M.S. Health Informatics, specializing in UX design
School of Information and School of Public Health
Sep 2018 - Apr 2020

National Chengchi University

B.A. Economics, Taiwan
Sep 2006 - Jun 2011

University of Cologne

Exchange Program
Germany, Feb 2010 - Jun 2010

SKILLS

Design

Interaction Design
Wireframing
Rapid Prototyping

Research

Competitive Analysis
Usability Testing
Contextual Inquiry
Interviews/Survey
Persona / Journey Mapping
Social Media & Web Analysis

Tools

Photoshop
Sketch
Axure
Marvel
Invision

Languages

Professional English, Chinese(Native)

AWARDS

2019 Design Jam The Library of the Great Lakes (First Place)