



KEVIN HWANG

Product Designer

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ABOUT ME

Having worked in e-commerce, education, and fashion areas, I know how to connect the dots and collaborate with diverse groups of people to come up with effective solutions. A generalist at heart, I enjoy working in cross-disciplinary fields, yet not afraid to dive deep into areas to get things done.

EDUCATION

Master of Science, Human-Computer Interaction Aug 2019 - May 2021
Georgia Institute of Technology, USA

DesignLab - UX Academy Mar 2017 - Aug 2017

Bachelor of Science, Computer Engineering Sept 2009 - Dec 2014
University of Maryland - College Park, USA

WORK EXPERIENCE

Style.me Feb 2018 - Aug 2019 (1y 6m)
Product Designer Taipei, Taiwan

- Led user research and usability testing for virtual fitting room product leading to the creation of onboarding and browsing features and company's first client acquisition
- Designed and shipped onboarding and mix-and-match features including its user flows to high fidelity mock-ups
- Spearheaded implementation of Google Analytics for products, defined key KPIs, and created reports to track metrics (AARRR) to inform business and design decisions
- Created business impact reports using Google Data Studio for clients that led to the acquisition of five additional clients

Cloud Interactive Nov 2017 - Feb 2018 (3m)
UX Designer Taipei, Taiwan

- Led the redesign of main company website and conducted a heuristic evaluation and competitive analysis and provided design recommendations
- Designed information architecture and high fidelity mockups for website based on recommendations which led to the company's current website in production

Wagor International School of Excellence May 2016 - Jul 2017 (1y2m)
Math and Technology Teacher / IT Support Taichung, Taiwan

- Brought in a education management system (SIS + LMS) to streamline school operations and digitizing school assets
- Wrote batch scripts to automate grade input and formatting for school system to comply with local school district standards
- Managed Active Directory for all staff and student accounts and troubleshooted classroom equipment and IT issues.
- Taught Pre-AP Computer Science Principles and US Common core elementary and middle school math classes

SKILLS

Design

- Sketching
- Wireframing
- Storyboarding
- Information Architecture
- Journey Maps
- User Interface Design

Research

- Interviews
- Affinity Mapping
- Heuristic Evaluation
- Competitive analysis
- Cardsorting
- Usability Testing

Tools

- Sketch, Adobe Suite
- InVision, Marvel, Principle
- Google Analytics
- Javascript, HTML, CSS
- Java, C, Python, SQL
- Webflow