



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 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

PROJECTS

Georgia Aquarium Cafe Service Design Aug 2019 - Dec 2019 • 4m
UX Designer and UX Researcher Atlanta, Georgia

- Uncovered insights for overcrowding issues at aquarium cafe through interview customers, contextual inquiries, and observations
- Ideated solutions to manage overcrowding at the cafe and redesigning customer dining experience with a pre-ordering mobile web app

Paper Planes Aug 2019 - Dec 2019 • 4m
UX Designer and UX Researcher Atlanta, Georgia

- Created a story-sharing application for travelers to alleviate boredom during long layovers at airports by using a "paper plane" metaphor to connect travelers from different airports across the globe

SKILLS

Design

- User-Centered Design
- Interaction Design
- Storyboarding
- Information Architecture
- Journey maps & Personas
- Prototyping

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