

Hello, I'm **Jeff Houng.**

A Product Designer & Strategist.

What gets me out of bed?

It gets me energized thinking about the opportunity to envision future-forward systems and push the bounds of products & interactions. My passion lies in integrating multi-modal, spatial and digital experiences.

What's my story?

As a kid, I dreamt of being an amalgamation of an inventor, artist, and scientist. Fast forward, and I've found that design could be the way I combine my interests, values, and childhood aspirations.

Through design, I'm able to think critically about the unexpected side effects and implications of the products and systems we produce—both good and bad. We are taught to be "user-centered", but I believe that being "humanity-centered" will guide designers in a rapidly changing future.

What's my alma mater?

Carnegie Mellon University
School of Design - 2017
BFA Product Design

Experience.

PNC Bank // Product Designer // Aug 2018 – Present

I work on omni-channel experiences such as: virtual assistant/smart home, security management & education tools, account opening and virtual & branch appointment scheduling on mobile. All efforts directly impact PNC's digital presence in out-of-footprint markets and supports the nationwide expansion strategy. I facilitate design stand-ups, usability testing, and communication between design, product, and dev-streamlining the design system, product roadmap, and development time.

Module // Freelance UX Design & Product Strategy // Apr 2018 – Present

Through product, web, and service design, I contribute to Module's website & internal digital platform, visually articulate Module's services to first-time home buyers, and advise on product & content strategy. The outcome of my strategy & design allowed for a widened capture of inquiries by evoking a larger sense of trust, transparency, and differentiating Module from competitor processes.

BNY Mellon: Innovation Center // Lead UX Designer // Jul 2017 – Aug 2018

My work consisted of designing smarter ways of interacting with financial assets for global clients by leveraging emerging tech in data & finance. I contributed to component & patterns of the design system and consolidation of 13 legacy LOB product streams. I was a UX point of contact across the organization for design thinking workshops and usability testing.

Microsoft // User Experience Design Intern // May–Aug 2016

Using the strategic capability of immersive storytelling & experiential learning, I designed a HoloLens retail experience for consumer perception change. My process leveraged research on content virality & social currency, and aligned with their past retail demo experiences. I also contributed to feature work for an AR cooking aid & new content interactions on the lockscreen.

American Eagle // Omni-Channel UX & Service Designer // Jan–May 2016

Tasked to envision the "store of the future" and assess the current use of in-store technology, we conducted ethnographic research and identified key customer & business pain points/opportunities. Our multi-channel solution "#WeAreAEO" rethinks the role of brick and mortar as part of a holistic brand experience. The concept, strategy, and research informed AEO's campaigns such as: "#AExMe".

Events & Exhibits.

TEDxStripDistrict // Board of Directors: Lead Experiences Design // 2017

Center of Life: "I Lived, We Live: What Did We Miss?" // Design Team Lead // 2017

Carnegie Museums: "We Are Nature" // Exhibit Design Researcher // 2017