

# Alen Huang

## Product Designer

[www.alenhuang.com](http://www.alenhuang.com)  
alenhuang159@gmail.com  
(805) 258-9560

## Skills

User Experience Design  
User Interface Design  
Interaction Design  
Visual Design  
Branding  
User Research  
Usability Testing  
Empathy Mapping  
Information Architecture  
Wireframing  
Prototyping  
Sketching

## Tools

Sketch App  
Figma  
InVision  
Marvel  
Webflow  
Zeplin  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Adobe After Effects  
Adobe Lightroom

## Languages

English  
Mandarin

## Work Experience / Projects

### Product Designer - NextStep

October 2019 - Present

- Collaborated with the Founder, PM, and Software Engineer in order to create an engaging one-stop-shop career service platform from conception to early implementation.
- Led the rebranding efforts based on prior research in order to create a brand that resonates closely with the target audience
- Drove the UX vision by conducting user research, usability testing, designing various UX workflows, wireframes, and mockups.
- Created and maintained a detailed design system, and designed / developed the marketing website through the platform, Webflow.

### Designer - Step Ahead

June 2019 - October 2019

- Conducted market research and user interviews in order to uncover insights about the current market and non-profit
- Collaborated with the founder and led the rebranding efforts in order to conceptualize and design a logo that embraces the company's value
- Presented and defended designs to executive level stakeholders during bi-weekly video conferences

### UX/UI Designer - MotoTech (Personal Project)

April 2019 - April 2019

- Designed a motorcycle app in order to help aid motorist keep track of their maintenance schedule
- Owned the entire design process from conception to early implementation
- Performed guerilla interviews / usability testing in order to gain closer insights on target users and gain valuable feedback on a prototype

### UX/UI Designer - Spotify (Personal Project)

March 2019 - April 2019

- Identified a need for a more social experience on the Spotify app through secondary research and user interviews
- Led a brainstorming workshop in order to come up with potential solutions that would address the users needs and frustrations
- Created a high fidelity prototype and performed usability tests with multiple users in order to identify areas to improve in the next iteration

## Education

### DesignLab UX Academy

Class of April 2019

- Completed 4 intensive capstone projects covering responsive websites and mobile apps that solve existing user needs
- Presented work at weekly group critiques with mentor and peers
- Conducted guerilla user research and testing on 40+ participants to gain invaluable insights

### University of California Santa Cruz

Class of June 2017

BA in Business Management Economics