

Ariel Chiang

UX & Product Designer

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EDUCATION

University of Washington

Class of 2022

BDes in Interaction Design

Annual Dean's List (2018–Present)
Design Cumulative GPA 3.81

EXPERIENCE

Cruise Automation / Product Design Intern 06.2021–09.2021

- Analyzed and redesigned consumer delivery app with Cruise features to help plan for future integrations with partnerships.
- Crafted micro-interactions and conducted A/B tests with prototypes to improve Cruise's web app delivery experience.
- Responsible for accessible design in both digital and physical interaction of self-driving vehicles and followed ADA standards to optimize inclusive experience.

SKILLS

Tools

Figma, Sketch, Adobe XD, Protopie, Premiere Pro, Adobe CC, Procreate, Webflow, Rotato, Blender

Interaction

UI / UX, Product Design, Design thinking
User Research & Testing, User Flows, Wireframing, Prototyping, Accessible Design, Smart home devices

Visual

Art Direction, Storytelling, Film, Brand & Identity Design, Physical Prototyping

LEADERSHIP

TOSA / Art Director 2019–2020

- Led design team to design the visual identity and interactive experience of a 2000+ person annual event and increased the revenue by 50%.
- Oversees product management and marketing strategies.

NED / UX Designer 03.2022–PRESENT

- Build web experience to help connect cancer survivors with industry leaders and advocate inclusive career pathways.
- Define design system and UX to demonstrate design principles.

UW Design DRG / IoT Interaction Design Assistant 10.2020–03.2022

- Designed digital interactive card decks and activities for a 20+ people workshop to help researchers conduct effective user research.
- Conducted UX design research and designed 200+ future IoT scenarios with storyboards to identify social dynamics in smart devices.
- Co-author of the publication submitted to CHI 2022.

PROJECT

Rendezvous / UX Lead 01.2021–03.2021

Exploration of location sharing in communication design

- Designed end-to-end experience of a location sharing app to allow spontaneous planning and safety ensurment for travelers.
- Led team to define product goals and principles to meet research insights.
- Delivered high fidelity prototypes and concepts to showcase potential integration in future chat design.

Luminaire Jar / Product Designer & Researcher 01.2020–03.2020

Featured on Bestportfolio as Editor's Pick

- Built a smart home system that strengthens familial bonds through reflection of care. Designed user flows and product features.
- Conducted research and user testings to iteratively improve designs.