

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

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.

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.

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 ensurement 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.