Alan Pang

Product Designer

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Skills

Interaction Design

User Interface Design

Agile/Scrum Design Delivery

User Research

Usability Testing

Post-Launch Research

Design System & Management

Prototyping

Wireframing

Heuristic Evaluation

Information Architecture

User Journey Maps

User Flows

Responsive Web Design

Native Mobile App Design

Internal Tool Design

Brand Design

Education

Designlab
UX Academy

University of California, Davis
Bachelor of Science
Man. Economics

Tools

Figma	Miro
Sketch	Lucid
Adobe XD	Mural
Webflow	Google Workspace
Whimsical	Atlassian Tools

Experience

Capital One
Principal / Lead Product Designer
Oct 2021 - Present

- Own design for an enterprise platform that allows 4,000+ internal users to access Capital One's cloud system of record of over 100+ million customer account records
- Collaborate with scrum team as an Agile practitioner to deliver product features and "design lifts" on two-week sprint cadence
- Collaborate with product owner, UX researchers, and business partners on discovery research to drive product roadmap and prioritization towards development of future version releases
- Run Agile research, conduct rapid prototyping, and lead workshops with users to co-create a user-first holistic experience across workflows
- Conduct quarterly evaluation against Capital One's Human Centered Design Quality Scorecard; raising quality score by 157% YOY from 2021-2022
- Leverage Splunk data analytics to validate user interaction patterns to inform design decisions and information architecture
- Collaborate with Capital One's system designers to development an implementation strategy to integrate a new company-wide design system

HighNote
Product Designer
Feb 2021 - Oct 2021

- Designed for SaaS platform that helps users deliver personalized experiences with customizable presentations that generate data insights from real-time analytics
- Designed new referral feature for users to introduce business partners onto HighNote, allowing HighNote to demonstrate product-market fit with a new user base
- Designed/shipped new collaboration feature on Webflow to create an open-source platform for users to share presentation templates
- Facilitated weekly design stand-ups with stakeholders to ideate product features and align on product strategy
- Developed user flows, proto-personas, low-fidelity wireframes, mockups, and prototypes to articulate design solutions for stakeholders
- Managed and updated HighNote's design system

Made With Lau
UX/UI Designer
Sep 2020 - Oct 2021

- Redesigned the responsive webpage to improve information architecture, navigation, and overall UX to help a multimedia company's website increase user engagement (average user duration increase by 11% and bounce rate decrease by 8%)
- Collaborated with product owner on development strategy and roadmap for implementation timeline
- Conducted generative research via user interviews and competitor analysis to evaluate user needs, motivations, and frustrations with the current webpage
- Conducted brainstorming workshops to define user point of view and how might we questions to generate ideation principles for redesign

WeWork
Director, Business Development
Jul 2019 - May 2020

- Developed new business and partnership opportunities by delivering creative solutions to customer's real estate problems
- Interviewed with executive stakeholders to gain buy-in and collaborated on go-to-market strategies