CHUNJIA OUYANG

Chunjia Ouyang, or E Ouyang, is a highly skilled professional UX product designer with 5 years of professional experience in the UX and visual design field. In addition to earning a bachelor's degree in UX & UI Design at Academy Art University in 2020, she obtained a master's degree in Strategic Design and Management from Parsons School of Design in 2023. With a passion for observing human behaviors, Chunjia has developed a keen understanding of user needs and how to design products that meet those needs. She specializes in end-to-end app and website design, with a particular focus on creating products that are both functional and aesthetically pleasing.

Contact:

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Hard Skills

UX & UI Design, User Research, Ideation, User Journey, User Flow, Usability Testing, Interaction Design, User-Centered, Problem Solving, Prototyping, Information Architecture, Wireframes, Visual design, Concept to Execution, Concept Implementation, Design System, Branding, Graphic Design, Motion Graphics, Photography, E-commerce Marketing

Soft Skills

Communication, Presentation, Teamwork, Leadership, Responsibility, People skill, Self-motivation, Critical thinking, Strong work ethic, Resilience, Empathy, Team Management

Tec Tools

InVision, Sketch, Figma, Zeplin, Principle, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere, Adobe InDesign, Google workplace, Microsoft 365, Webflow, Shopify, Miro, Mural, HTML 5, CSS, JavaScript

Language:

English - Professional fluent
Mandarin - Native

Education:

2021 - 2023, Parsons School of Design, Master of Science in Strategic Design & Management,
2015 - 2020, Academy of Art University, Bachelor of Fine Arts in Interaction & UI/UX Design

Work Experience

01/2023 - 07/2023, Lead UX Product Designer @GoBuddy Inc, Intern, Remote
As a lead UX product designer at goBuddy, a dynamic start-up in the tech industry, I was responsible for overseeing multiple projects and ensuring their successful completion.

- Develop and maintain a product roadmap that aligns with the company's overall strategy and goals

- Work closely with cross-functional teams such as engineering, design, and sales to define and prioritize product features
- Define and measure key product metrics to evaluate product performance and iterate on product features
- Manage the product backlog and prioritize product features based on customer feedback and market demand
- Ensure timely delivery of product releases by coordinating with development teams and managing project timelines
- Continuously gather customer feedback and insights to inform product development and improvements
- Develop and maintain a visual design system, documentation, style guide that aligns with the product's brand and user interface guidelines
- Create wireframes, prototypes, and high-fidelity visual designs that bring the product's user interface to life and align with the product's overall vision and brand identity
- Analyze user data and feedback to inform the design of user flows and interactions that align with the product's goals and user needs
- Ensure that the product's visual design is aesthetically pleasing, usable, and intuitive for a diverse range of users

Achievements:

- Successfully launched "goBuddy" mobile application on the App Store
- Developed a comprehensive design system
- Established a robust business branding system

01/ 2022 - 05/2022, *Design Strategist @ The Aspen Institute, Contract, Remote*

I serve as a Design Strategist with the Aspen Institute's Economic Opportunities Program (EOP), dedicated to advancing practices that enhance trust in the workplace and enhance the work experience for 53 million individuals who contend with inadequate benefits, discrimination, harassment, a lack of career development and other daily challenges. My main responsibilities are:

- Work closely with clients to understand their design needs and objectives, and provide guidance and recommendations on design strategy, methodology, and execution
- Conduct research to identify and understand user needs, behaviors, and pain points, and use this research to inform design recommendations and decision-making
- Develop and present design concepts, ideas, and solutions to clients, and provide guidance and feedback on the implementation of these solutions

Achievements:

- Conducted research to identify potential factors contributing to the "worker voice gap"
- Developed a concept of convention that promotes a collaborative learning environment among leading companies, featuring a sprint summit named "By Standing on the Shoulders of Giants."
- Examples for identifying the characteristics of a "good job".
- Gained experience in research, project management, and stakeholder engagement

Feb 2021 - Sep 2021, *Product Designer @ Patchd Tec, Contract, Remote*

During my time at Patch, a Y-combinator startup, I collaborated with the product manager and engineer to create a mobile app aimed at identifying and preventing sepsis in 1.7 million individuals. The Patchd app utilizes a wearable device to monitor vital signs like heart rate, respiration rate, blood pressure, temperature, and SpO2 in real-time for high-risk patients. Patient data is seamlessly transmitted to our cloud-based deep learning algorithm through a smartphone. My key responsibilities included:

- Conduct usability tests to gain insights into user requirements, behaviors, and pain points.
- Establish and maintain a visual design system, along with documentation and a style guide that adheres to the product's brand and user interface guidelines.
- Craft wireframes, prototypes, and high-fidelity visual designs that breathe life into the product's user interface, ensuring alignment with the product's overarching vision and brand identity.
- Utilize user data and feedback for the purpose of shaping user flows and interactions that harmonize with the product's objectives and user needs.
- Partner with developers to guarantee accurate and efficient implementation of designs.
- Collaborate closely with Product Management and Marketing teams to define product requirements and design objectives.

Achievements:

- "Patchd," our mobile application, successfully launched on the App Store.
- We have seen a significant increase in user satisfaction, with an improvement in the overall user experience.
- In addition, our user engagement has increased and indicating that users are finding the application more engaging and useful.

Dec 2020 - May 2021, *UX Designer @ Oigetit Tec, Intern, Remote*

Oigetit, the world's first fake news filter, employs advanced algorithms to swiftly assess news articles for reliability. During my winter internship as a UI/UX Designer, I played a key role in enhancing user experiences for 1 million of users by working on app and website design.

- Generate wireframes, prototypes, and high-fidelity visual designs to invigorate the product's user interface while maintaining alignment with the product's overarching vision and brand identity.
- Guarantee the product's visual design is not only aesthetically appealing but also user-friendly and intuitive for a diverse user base.
- Work in conjunction with Product Management and Marketing teams to outline product requirements and design objectives.
- Contributed to a motion graphic project that effectively conveyed our product's key features in a visually engaging and informative manner.

Achievements:

- Produced a set of motion graphics that were instrumental in introducing and highlighting key features of our App.

Oct 2020 - Dec 2020, Product Designer, contract @DC Comics, Remote

At DC Comics, I work with the project manager and the Vice President of Concept Art House to create a tablet-based streaming service catering to 22 million users across 220 countries, offering a 24-hour live stream. Our project goal was to enable users to enjoy TV shows and movies with their friends, fostering a sense of entertainment and interaction during periods of social isolation. Some of my specific contributions to the project encompassed:

- Collaborate with cross-functional teams such as Product Management to define product requirements and design goals
- Create wireframes, prototypes, and high-fidelity designs that align with the product's overall vision and brand identity
- Conduct usability testing and iterate on designs based on user feedback
- Ensure that the product design is accessible, usable, and intuitive for a diverse range of users
- Develop and maintain a design system that provides consistency and scalability across the product

Sep 2017 - Now, *Freelance Graphic Designer @ Emagine Design, San Francisco*

In my role as a graphic designer, I leverage a strong sense of visual aesthetics and a genuine enthusiasm for crafting captivating design solutions. With a three-year background in freelance design, I've had the privilege to engage in a wide array of projects encompassing branding, marketing collateral, packaging, and digital content. My clientele spans across a diverse spectrum of industries, including fashion, medical, construction, furniture, art, retail, restaurant, logistics, pet services, education, personal branding, and non-profit organizations, among others. My main responsibilities are:

- Communicate with clients in order to identify their needs and expectations
- Assist clients in organizing and optimizing their portfolios in order to achieve their goals
- Offering a custom website design and development service that is tailored to the needs of the client
- Creating custom merchandise, such as keys, notebooks, pencils, and so on
- Design logos, business cards, and other branding materials for users to help them establish a strong brand