

Résumés

For Graphic and UI/UX Designers

Who are these for?

What professions are the students preparing for?

3 AREAS OF EMPHASIS FOR DESIGNERS



UI/UX Design

(screen-based, interactive, user focused)



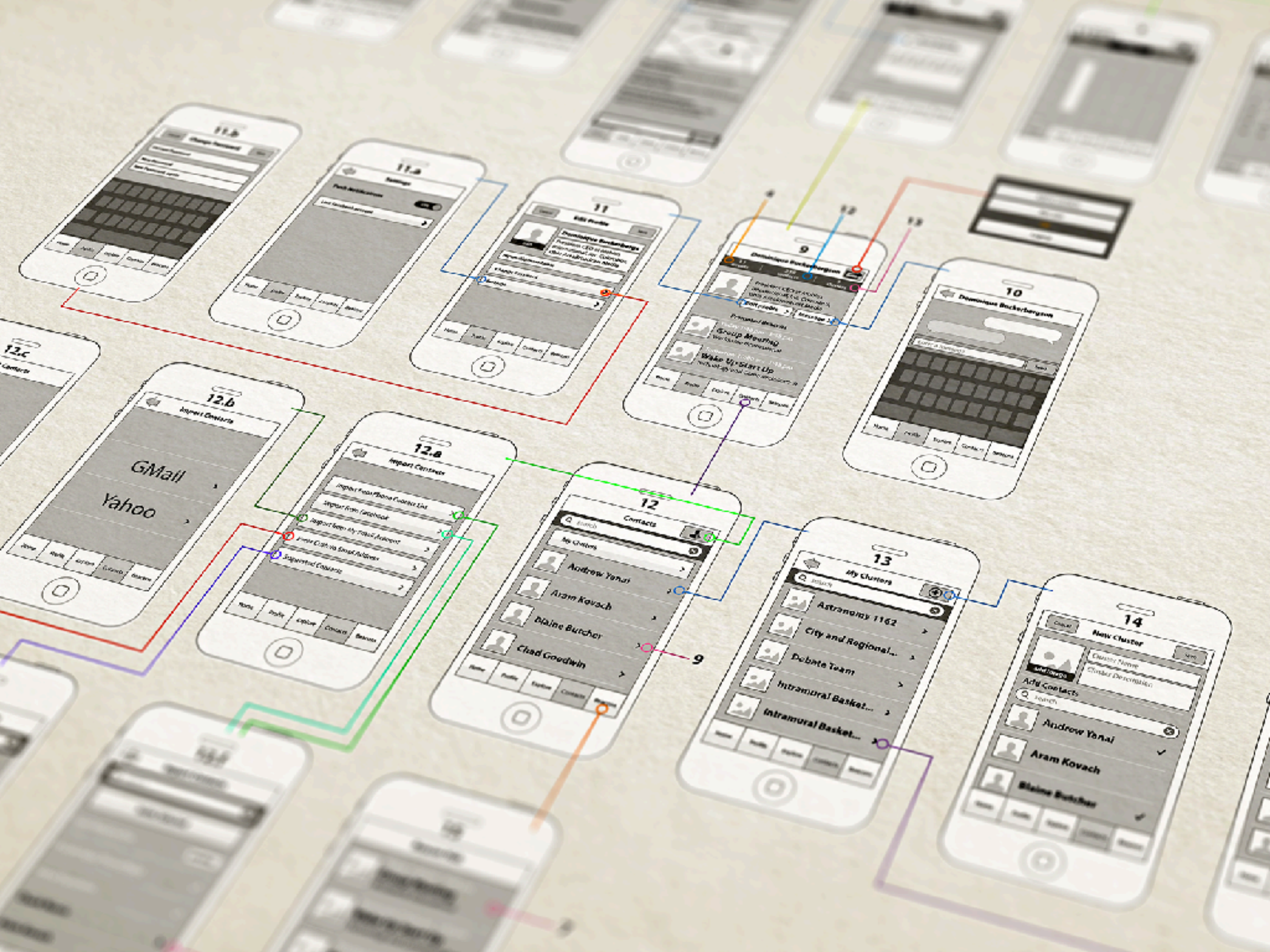
Branding/Graphic Design

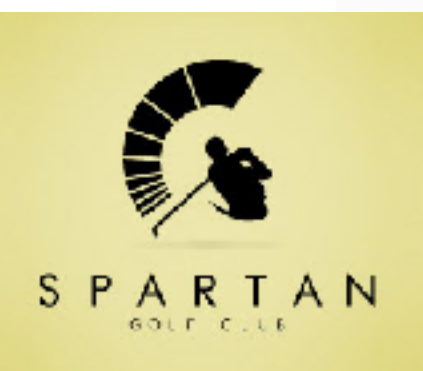
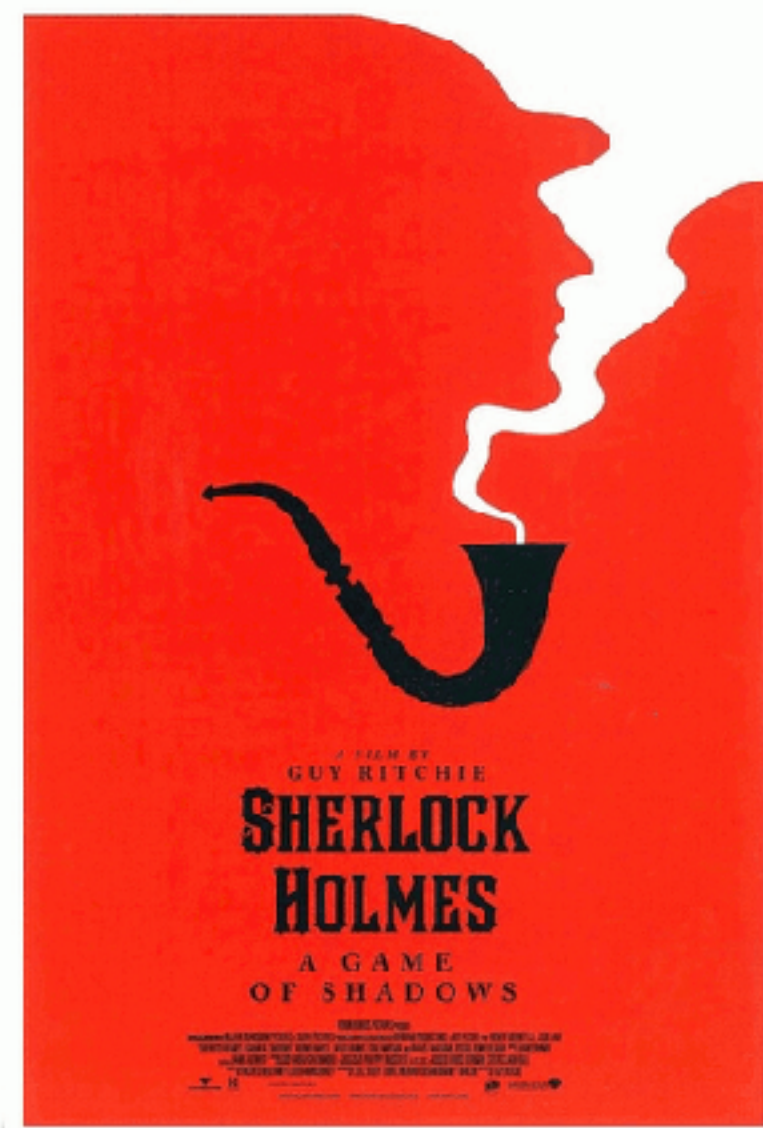
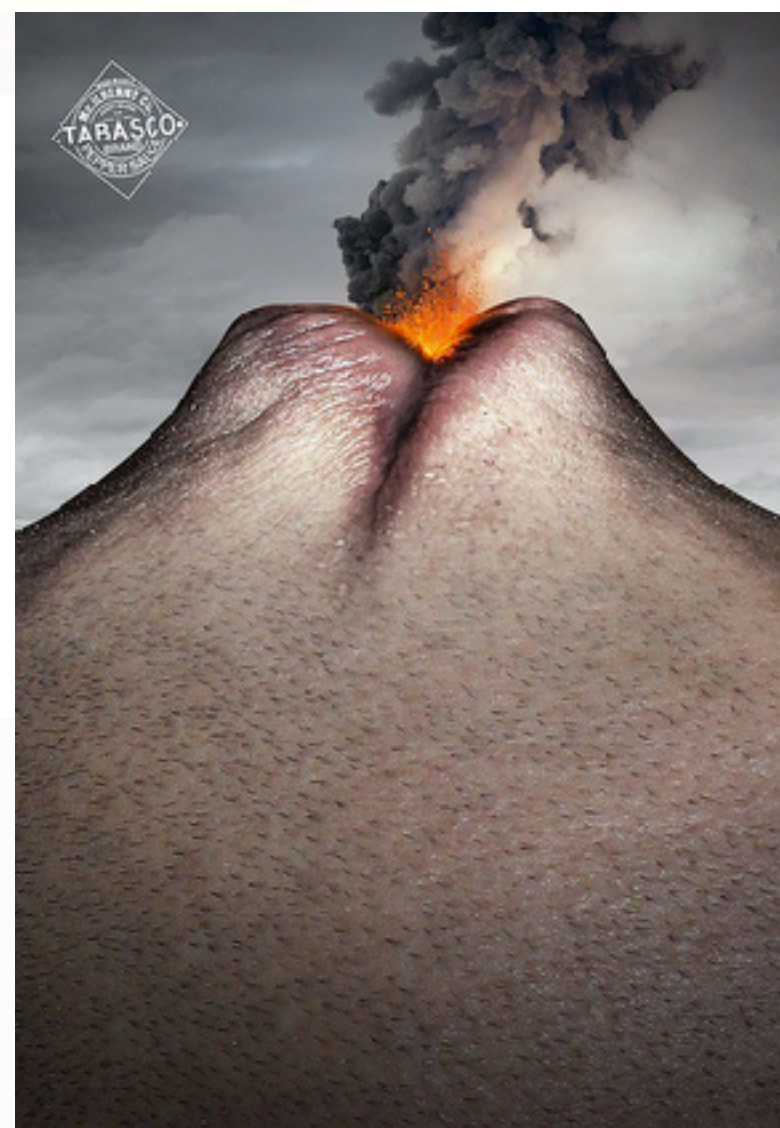
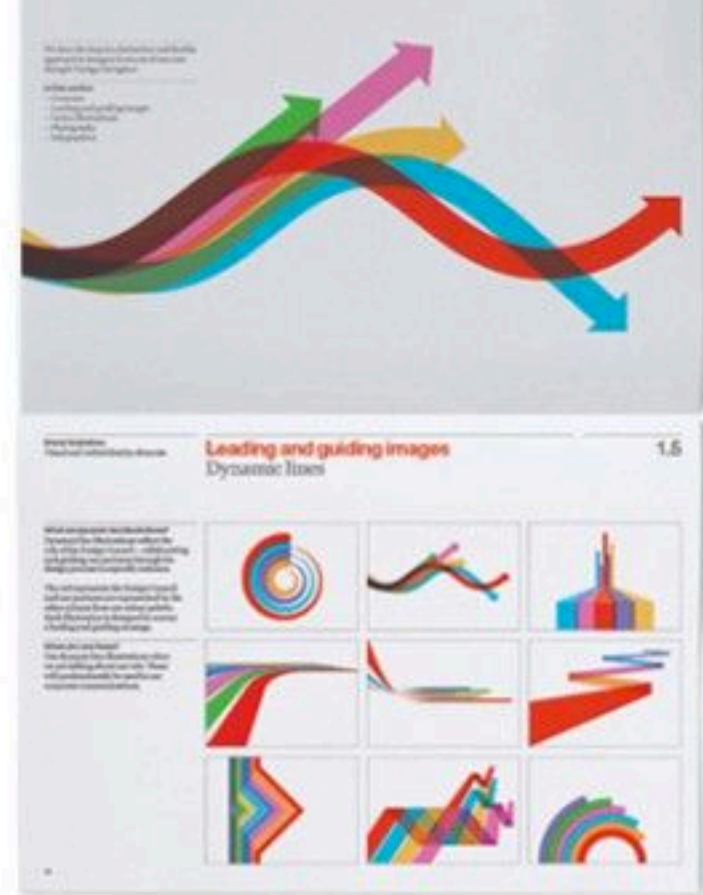
(Traditional visual communication career)



Surface Design

(Patterns, licensing, aesthetic focus)







Cathy Mathews, BSN, RN, CCRN, CRNI

Somerset, OH 43081
LinkedIn URL

Accustomed to Extensive Travel

Phone: 555.555.5555
cm@somecompany.com

Nurse Trainer | Clinical Product Educator

Improving Patient Outcomes & Standard of Care

Provide Training in State-of-the-Art Medical Devices to Multidisciplinary Healthcare Teams

Dynamic nurse trainer with experience training nurses and physicians on product use for a medical device manufacturer as well as direct-care nursing experience within OR, ICU, NICU and OB/GYN practice areas. Elevate healthcare providers' knowledge while driving the achievement of business objectives. Experience within classroom and one-on-one teaching environments.

Medical Device Expertise

- IV (in-vitro Fertilization) Devices
- Implantable Pacemakers
- Automated External Defibrillators
- Visually Guided Catheter Devices
- ART (Assisted Reproduction Technologies) Products
- Portable Sonography & Electrocardiogram Devices
- Constant Positive Airway Pressure Machines
- IV & Infusion Therapy Systems & Pumps

Professional Experience

ABC COMPANY (Medical device manufacturer), Somerset, OH. **Clinical Nurse Trainer**, 2015 to Present

Train physicians and nurses on the proper, safe use of medical device products. Conduct cross-departmental in-service trainings, provide clinical support to sales team and contribute to business-building and referral-generation efforts.

Training program development and outcomes:

- Developed and delivered training programs for ABC's full product suite, including IV/ART products, portable diagnostic and implantable devices and IV/infusion therapy devices.
- Led informative and engaging clinical training; conducted educational sessions instructing nursing and physician teams on the use, safety and efficacy of medical device products.
- Trained hundreds of medical professionals during tenure; equipped hospital employees with the skills to use the latest medical product advancements in improving patient comfort and clinical outcomes.
- Credited by sales force as a key driver of repeat business by instilling enthusiasm for ABC's products among hospitals and clinics throughout a three-state area.

DEF HOSPITAL (580-bed hospital with Level 1 trauma center), Somerset, OH. **OR Nurse**, 2009 to 2015

GHI HOSPITAL (Full-service, 383-bed hospital), Somerset, OH. **ICU/NICU Nurse**, 2006 to 2009

JKL CLINIC (OB/GYN services), Somerset, OH. **OB/GYN Nurse**, 2002 to 2006

Provided nursing care within clinic and hospital environments. Gained experience in intensive care, neonatal intensive care, operating room, obstetrics and gynecological nursing.

Education & Credentials

VS.

Zach Freed

✉ zach@zfreed.com
✉ zach.freed@gmail.com
☎ (714) 629-3131
📍 gresham, oregon

Skills

Sketch	Adobe XD
Photoshop	InDesign
Illustrator	DrawSchematic
Outline Text	Illustration
UI	UX/UI
HTML	JavaScript
CSS	PHP
Sass	SQL
Less	

Angular*
Freemarker

Agile and Scrum Experience
*Learning or lightly familiar

Education

Oregon State University
B.A., Interactive User Design
Fall 2009 - Spring 2013
Minor: Computer Science
Dean's List, Fall 2011

Experience

Justin L. Albani
Senior Manager
Pivotal.com
(970) 514-8806

Brigitte Workman
Web Designer
Pivotal.com
(970) 576-0000

Brian Perez
Lead Product Designer
Pivotal.com
(800) 340-7100

Amish Kumar
Technical Account
Manager
(373) 308-5885

Ludovic Sempao
Senior Software Engineer
Pivotal.com
(914) 718-8710

Experience

Priveline.com

Web Designer / March 2015 - February 2017

Designed and developed promotional and transactional email templates and landing pages and prototyped daily workflows with the goal of delivering a better experience to our customers. Worked with analysts to discover potential risks and identify improvements for our customer journey. Helped create and maintain the list of live internal email systems. Implemented a new HTML/CSS design system to improve performance, experience, and efficiency for the email marketing team. Also part of a design system team with the goal of building a new and scalable design system for the priveline.com core products using Sass and React.

Associate Web Designer / November 2015 - February 2016

Redesigned and rebuilt the bulk of the promotional and core transactional email marketing templates. Worked with multiple teams to design and build new solutions for core products and transactional email templates as part of a company-wide initiative to support international currencies. Conducted dozens of ad design tests full of user research and data.

Design Intern / June 2013 - October 2013

Interned under the Senior Designer, designing and developing the HTML/CSS content for daily promotional email sends. Worked with the creative, media, brand, and communications teams on some special projects and campaigns across various digital mediums.

Digital Surgeons

Design Intern / June 2012 - August 2012

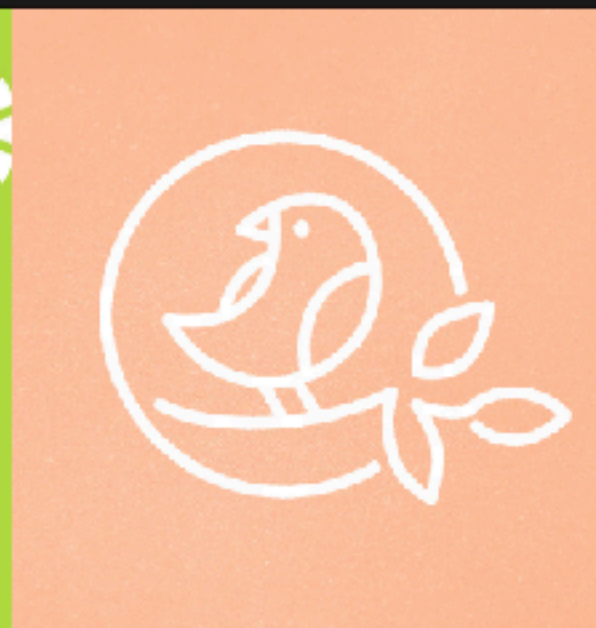
Interned under the Senior Designer and Creative Director at a full-service agency. Worked on a variety of projects with types in web, print, email, and app design.

It's not *all* about looks*

**It's about how it works and what it says... and how it looks.*

It's all about
the Portfolio

Everything points to their work!



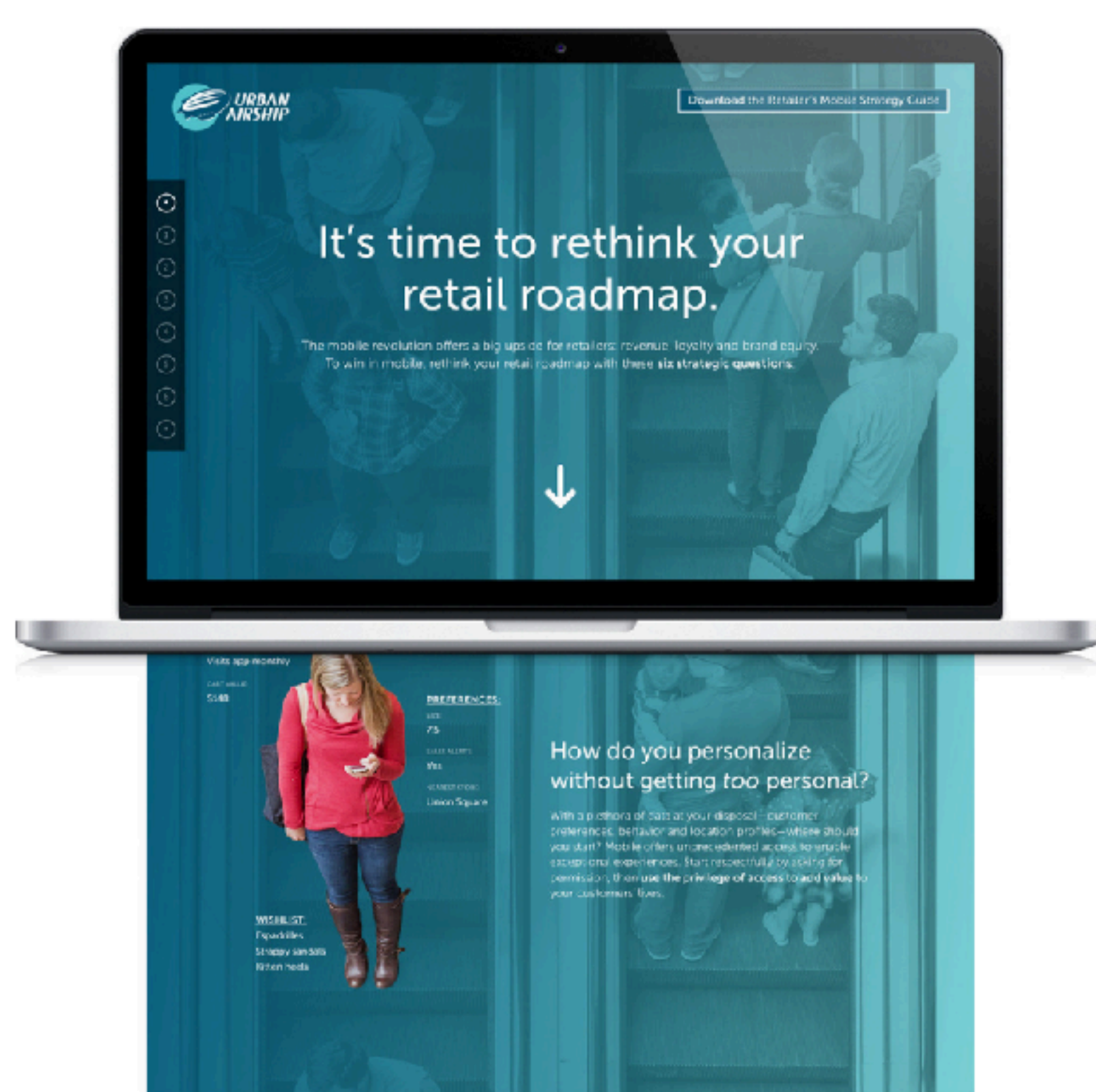
Urban Airship Retail

Urban Airship needed a way to show off the awesome new capabilities they offer to their retail customers through push messaging and beacon technology. We created a storytelling microsite where potential customers could find the results that current customers are seeing through case studies and video clips. The page is jam packed with great CSS animations, and ambient videos.

Visit the page at

urbanairship.com/retail

 Share



Résumés

*Yes we should recommend they place
the accent mark over the "é"*

Cathy Mathews, BSN, RN, CCRN, CRNI

Somerset, OH 43081
LinkedIn URL

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Phone: 555.555.5555
cm@somecompany.com

Nurse Trainer | Clinical Product Educator

Improving Patient Outcomes & Standard of Care

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VS.

Zach Freed

✉ zach@zfreed.com
✉ zach.freed@gmail.com
☎ (714) 629-3131
📍 gresham, oregon

Skills

Sketch	Adobe XD
Photoshop	InDesign
Illustrator	DrawSchematic
Outline Text	Invision
UI	Zeplin
HTML	JavaScript
CSS	PHP
Sass	SQL
Less	

Angular*
Freemarker

Agile and Scrum Experience
*Learning or slightly familiar

Education

Oregon State University
B.A., Interactive User Design
Fall 2009 - Spring 2013
Minor, Computer Science
Dean's List, Fall 2011

Experience

Justin L. Ebbins
Senior Manager
Piveline.com
(503) 514-8806

Brigitte Workman
Web Designer
Piveline.com
(503) 576-0000

Brian Peres
Lead Product Designer
Piveline.com
(503) 540-7100

Amish Kumar
Technical Account
Manager
(573) 308-2885

Ludovic Sempao
Senior Software Engineer
Piveline.com
(514) 718-8710

Experience

Priveline.com

Web Designer / March 2015 - February 2017

Designed and developed promotional and transactional email templates and landing pages and prototyped daily workflows with the goal of delivering a better experience to our customers. Worked with analysts to discover potential risks and identify improvements for our customer journey. Helped create and maintain the list of live internal email systems. Implemented a new HTML/CSS design system to improve performance, experience, and efficiency for the email marketing team. Was part of a design system team with the goal of building a new and scalable design system for the piveline.com core products using SaaS and React.

Associate Web Designer / November 2015 - February 2016

Redesigned and rebuilt the bulk of the promotional and core transactional email marketing templates. Worked with multiple teams to design and build new solutions for core products and transactional email templates as part of a company-wide initiative to support international currencies. Conducted dozens of ad design tests, full audience research and data.

Design Intern / June 2013 - October 2013

Interned under the Senior Designer, designing and developing the HTML/CSS content for daily promotional email sends. Worked with the creative, media, brand, and communications teams on cross-special projects and campaigns across various digital mediums.

Digital Surgeons

Design Intern / June 2012 - August 2012

Interned under the Senior Designer and Creative Director at a full-service agency. Worked on a variety of projects with types in web, print, email, and app design.

Use A Grid

<h2>Zach Freed</h2> <p>zachfreed.com zach.freed@gmail.com (914) 629-3334 personal website</p>			<h3>Experience</h3> <h4>Princeton.com</h4> <p>Web Designer / March 2015 - February 2017</p> <p>Designed and developed promotional and transactional email templates and landing pages and prototyped daily a/b tests with the goal of delivering a better experience to our customers. Worked with analysts to discover potential tests and identify improvements for our customer journey. Helped create and maintain the Up of 1st email email system. Implemented a new HTML/CSS design system to improve performance, experience, and efficiency for the email marketing team. Was part of a design systems team with the goal of building a new and scalable design system for the Princeton.com core products using Sass and React.</p> <h4>Associate Web Designer / November 2013 - February 2015</h4> <p>Redesigned and rebuilt the bulk of the promotional and core transactional email marketing templates. Worked with multiple teams to design and build new solutions for core products and transactional email templates as part of a company-wide initiative to support international audiences. Conducted design of art design tests, built around user research and data.</p> <h4>Design Intern / June 2012 - October 2013</h4> <p>Interned under a Senior Designer, designing and developing the HTML/CSS content for daily promotional email sends. Worked with the creative, media, brand, and communications teams on some special projects and campaigns across various digital mediums.</p> <h4>Digital Surgeons</h4> <p>Design Intern / June 2012 - August 2012</p> <p>Interned under the Senior Designer and Creative Director at a full-service agency. Worked on a variety of projects with topics in web, print, email, and app design.</p>																								
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Use A Grid

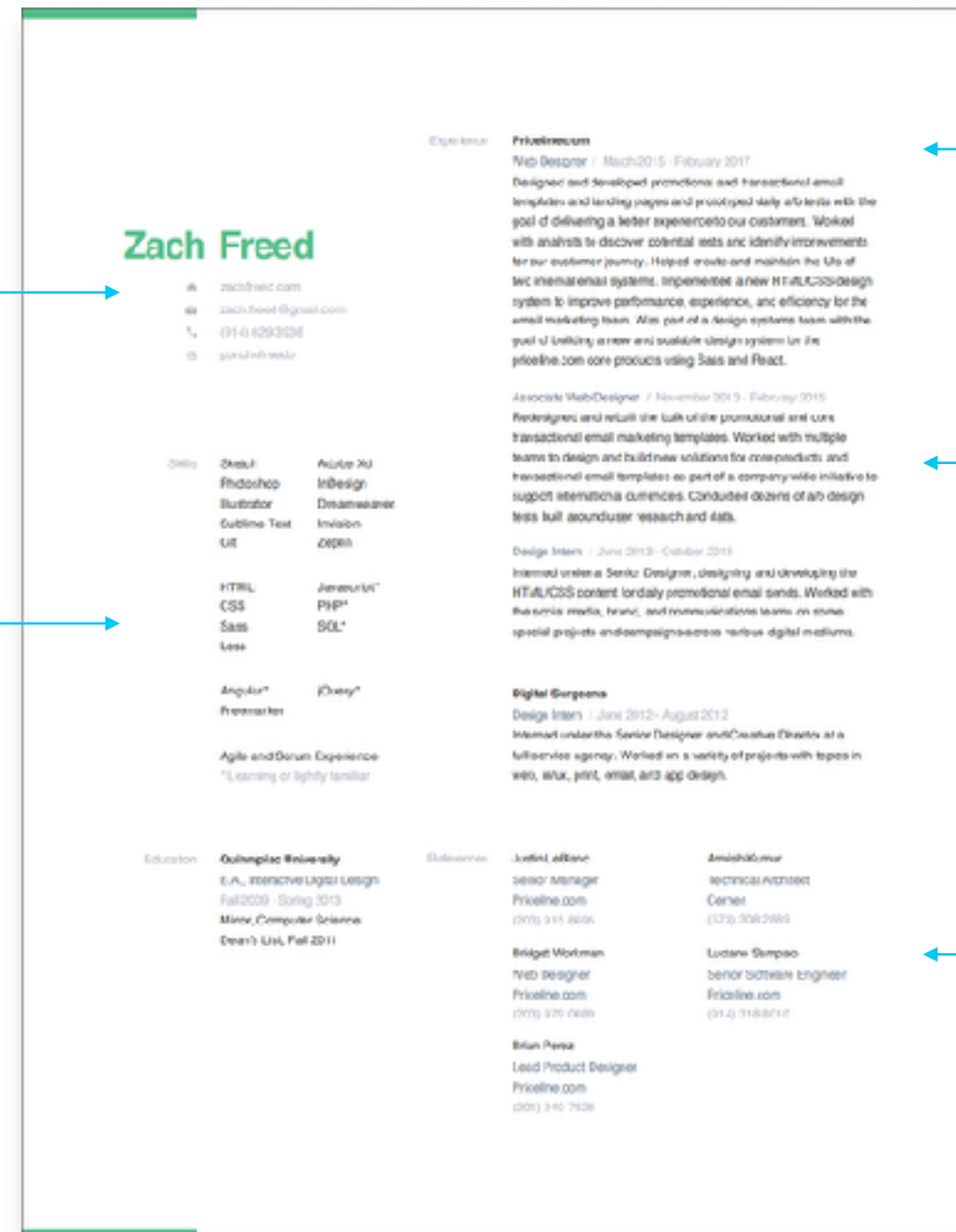
Multiple Columns
with variable
widths use space
more efficiently
and allow for
more negative
space.

	<p>Zach Freed</p> <p> zach@nec.com zach.freed@gmail.com (914) 629-3536 www.zachfreed.com </p> <p> Skills Desktop: Adobe XD, InDesign, Dreamweaver, Photoshop, Illustrator, Outline Text, UI HTML: Jekyll/Vue*, CSS, PYP*, Sass, SOL*, Less Angular*, jQuery*, Premonster Agile and Scrum Experience: "Learning or highly familiar" </p> <p> Education: Columbia University C.A., Interactive User Design Fall 2009 - Spring 2013 Minor: Computer Science Dean's List, Fall 2011 </p>	<p>Experience:</p> <p>Princeton.com Web Designer / March 2015 - February 2017 Designed and developed promotional and transactional email templates and landing pages and prototyped daily A/B tests with the goal of delivering a better experience to our customers. Worked with analysts to discover potential tests and identify improvements for our customer journey. Helped create and maintain the UI of two internal email systems. Implemented a new HTML/CSS design system to improve performance, experience, and efficiency for the email marketing team. Was part of a design systems team with the goal of unifying email and website design systems for the priceline.com core products using Sass and React.</p> <p>Associate Web Designer / November 2013 - February 2015 Redesigned and rebuilt the bulk of the promotional and core transactional email marketing templates. Worked with multiple teams to design and build new solutions for new products and transactional email templates as part of a company-wide initiative to support international audiences. Conducted dozens of A/B design tests built around user research and data.</p> <p>Design Intern / June 2012 - October 2013 Interned under a Senior Designer, designing and developing the HTML/CSS content for daily promotional email sends. Worked with the creative, media, brand, and communications teams on email special projects and campaigns across various digital mediums.</p> <p>Digital Garguena Design Intern / June 2012 - August 2012 Interned under the Senior Designer and Creative Director at a full-service agency. Worked on a variety of projects with topics in web, email, print, email, and app design.</p>	<p>Subscribers:</p> <p>Justin Lefkowitz Senior Manager Priceline.com (202) 345-8635</p> <p>Bridget Workman Web Designer Priceline.com (202) 345-8635</p> <p>Brian Pardo Lead Product Designer Priceline.com (202) 345-7635</p> <p>Amish Kumar Technical Architect Cerner (302) 388-2663</p> <p>Ludovic Sempao Senior Software Engineer Priceline.com (914) 718-8814</p>
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Use Clear Hierarchy & Divisions of Space

Name and
relevant contact.
Custom URL
email w/name

Conspicuously
missing an
objective or bio.
These are not
necessary.



Zach Freed

zachfreed.com
zach.freed@gmail.com
(914) 629-3336
personal vendor

Skills

Sketch	Adobe XD
Photoshop	InDesign
Illustrator	Drawboard
Outline Text	Invitation
UI	Zeplin

HTML
CSS
Sass
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jQuery*
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Angular*
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Agile and DevOps Experience
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Education

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B.A., Interactive Digital Design
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References

Justin LeBlanc Senior Manager Princeton.com (978) 315-8606	Amish Kumar Technical Architect Center (375) 508-2665
Brigitte Workman Web Designer Princeton.com (978) 375-0600	Ludene Sumpso Senior Software Engineer Princeton.com (914) 518-8710
Brian Pardo Lead Product Designer Princeton.com (908) 340-7928	

Clearly labeled
experiences
show location,
duration, and
describe duties.

Would be easier to
read with bullets
not paragraphs.

Including
references is not
necessary but
isn't a faux pas

Content Recommendations

Students should keep resume to a single page.

Better to state: "Adobe Creative Suite CC" rather than list all apps. You may list specialty apps like Invision, Sketch, Maya etc.

List degree and all institutions attended during its pursuit.
(transfer students can list multiple institutions).

Zach Freed

zachfreed.com
zach.freed@gmail.com
(914) 629-3334
personal website

Skills

Sketch	Adobe XD
Photoshop	InDesign
Illustrator	Drawboard
Outline Text	Invision
UI	Zeplin
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Lead with design experiences over others.

Don't list more than 3 non-design or related positions.

Don't include more than 3 internships

GOOD/BAD REVIEW *(of a template)*

Good:

Name is clear
and set apart

Bad:

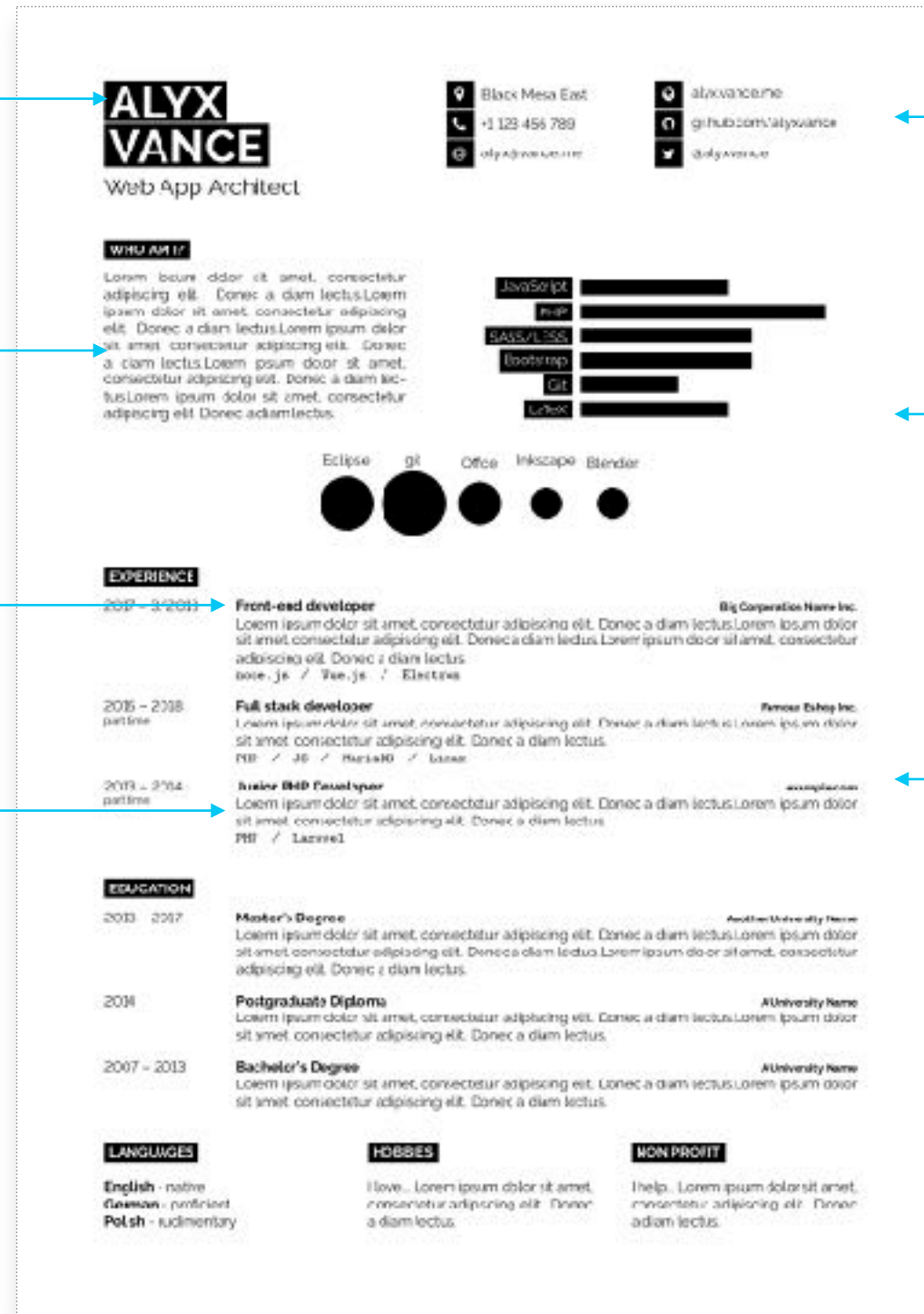
Bio not
necessary. Plus
it's poorly spaced
justified copy.

Good:

Job title is clear.

Good/Bad:

Job Duties are
short, but a
bulleted list may
be better. (this
may not work for
you)



Good:

Contact info is
easy to find

Bad:

Charts are arbitrary.
Avoid them. The
portfolio shows
your software
proficiency.

Bad:

Text measure
(width of column)
is too wide. No
more than 2.5
alphabets wide.
Keep it narrow and
easy to read.

RÉSUMÉ REVIEW

- List pending or completed degree
- Relevant work experience in reverse chronological order
- For job duties, bulleted lists are preferred over paragraphs
- Keep it to one page
- Don't list more than 3 unrelated jobs
- Don't list more than 3 internships.
- You are judged on typography. Make it stellar!
- Software is not a skill unless it's a specialty program like Maya, Cinema 4D etc. Portfolio shows software.
- Don't include a bio or statement of intent
- Custom portfolio URL's are best.

TIPS:

Monograms are for towels not résumés.

Simple clean logotypes are preferred.

Don't try to "stand out". Typeset it professionally, spellcheck everything and you'll be in top 10% guaranteed!

Get involved in local design clubs or organizations. AIGA like organizations show a desire to connect with like-minded people.

Examples

*If you click on this link: [UX/UI Résumés](https://www.casestudy.club/journal/ux-designer-resume)
you can also visit their portfolios.*

<https://www.casestudy.club/journal/ux-designer-resume>

Ariel Norling
Product Designer

arielnorling.com
arielnorling@gmail.com
(210) 326-6459

Experience

Product Designer Casetext

San Francisco, CA
August 2016 — September 2017

I led the design vision and helped to set product direction and manage two designers. I designed new features and overhauled the visual design for product and marketing. I created the hiring criteria and interview process for the design team and hired two designers. I also advised on HR and hiring processes company-wide.

UX Designer EdSurge

San Francisco, CA
June 2016 — August 2016

I worked on a contract project with the Summits team to redesign their website. The project involved working with stakeholders across EdSurge to conduct needfinding, creating a new information architecture scheme and content strategy, and designing sketches, flow diagrams, wireframes, and mockups.

Senior Designer Whil

San Francisco, CA
August 2015 — February 2016

I was the only product designer at Whil. I designed the home page, dashboard, favorites page, pricing page, onboarding experience, training reminder experience, and the leadership course experience. I also collaborated with other designers on the design of the office space, and was a member of the Culture Team.

Design Intern NoWait

Pittsburgh, PA
August — December 2014

I designed the user flows and visual styles for new features. I designed presentations and print materials for the marketing and sales teams. I also created the style guides for NoWait's guest iOS and Android apps.

Co-Founder & Designer BetaMirth

San Antonio, TX
March — October 2013

I designed all of the branding, user experience, and visual designs. I collaborated with engineers to code the front-end, I also conducted market research and user feedback sessions.

Graduate Assistant Syracuse University

Syracuse, NY
August 2012 — May 2013

I was the graduate assistant for the Information Technology, Design, and Stamp department at the School of Information Studies. I was a teaching assistant for the classes "What's the Big Idea?" and "Ideas2Startup." I also ran independent sessions during which I helped students refine their product/business ideas.

Co-Founder & CEO YouShouldDate.Me

Syracuse, NY
April 2011 — February 2013

I created the product concept and recruited co-founders. I designed all of the branding, marketing, user experience, and visual designs. I coded the front-end for our landing page and application. I also raised a seed round from an angel investor.

Education

Carnegie Mellon University

Master's in Educational Technology and Applied Learning Science
Pittsburgh, PA
August 2014 — August 2015

Syracuse University

Master's of Science in Information Management
August 2012 —

Bachelor of Arts in Policy Studies

Syracuse, NY
August 2009 — May 2012

Skills

Adobe XD
Sketch
Figma
Atomic

Invision
After Effects
Principle
Framer

Photoshop
Illustrator
InDesign

HTML
CSS
Javascript

Jack Strachan
Experience Designer

Jack Anthony Strachan
hello@jackstrachan.co
jackstrachan.co
+447887527771

I'm focused on creating
meaningful experiences
through design.

Sep 2017 - present

User Experience Intern - Bosch Power Tools, Germany

As an intern in the user experience department we act as an internal consultancy to the business units of Bosch Power Tools. I am working under Volkan Albyik, where I am learning how design is used at Bosch PT as an approach and culture to solve problems and deliver a better user experience for our products.

Jul 2017 - Aug 2017

Academic Researcher - Loughborough University

A ten-week summer placement in which I worked alongside two of my tutors to carry out a remote ethnographic study into how people value smart home technology. The most valuable lesson from this internship was how to digest content and gather insights from results. The study is a continuation of a previous study carried out ten years ago. The new study and paper are due to be published.

Nov 2016 & Dec 2017

Deloitte Digital - Hackathon event, Loughborough

This hackathon event is based on live projects from University of Hong Kong (HKU) MBA business students. Over the week my team acted as the design agency to unpack where digital design could enhance the UX of a start-up business concept. I have taken part in this event twice as a participant and this year as an invited mentor.

References available on request

hello@jackstrachan.co

Education

Industrial Design & Technology (BA)
1st class achieved to date (76%)
Loughborough University
2015 - Present

3D Design, Biology & English

A Levels - A*BB
East Norfolk Sixth Form
2013 - 2015

Other Achievements

Programme Representative
Loughborough Design School
2015 - 2016

Commended Starpack Award
Visual Design & packaging
2015

Norfolk County Scholar
Exceptional grade of 100%
2015

Norfolk Athletics Club Captain
National youth development
2013 - 2015

<http://jackstrachan.co>

Jason Lim
Product Designer

EXPERIENCE

Nerdwallet Lead Product Designer, Home Vertical April 2017 - Current

- Led responsive designs for the Homeowner's Hub which led to an increase in lead generation to our marketplaces and an increase in conversion rates.
- Led iOS and responsive web designs for Save for Downpayment Goal.
- I contributed to a small task force to redefine our brand and explore multiple concepts to elevate our design system.
- Led initiatives to define animation guidelines and design microinteractions for our UI.

Uber Product Designer, Business Platforms June 2015 - April 2017

Designed internal products for teams spanning across Security/Risk, People Operations, Maps, and Data.

- Used both quantitative and qualitative data to solve problems.
- Responsible for User Research, Information Architecture, Interaction and Visual Design, Prototyping, and User Testing across web and mobile products.
- Collaborated with product managers, business partners, and engineers to help define product requirements and road map.

Freelance UX + UI Designer Oct 2014 - May 2015

Consulted with tech startups to review current products and provide design solutions to solve user needs and business challenges through User Research, Information Architecture, Interaction Design, Visual Design, and Prototyping.

Kaiser Permanente Project Coordinator Sept 2013 - Sept 2014

Managed tracking of software testing for ICD-10 rollover. Oversaw a multi-million budget and created monthly financial forecasts.

EDUCATION

University of Colorado, Denver BS in Business Administration 2010 - 2012

Studied abroad at Yonsei University in Seoul, South Korea during Fall 2010 semester. Majored in Architecture during first two years at University of Colorado, Boulder.

Designers Fund Bridge Fellow 2017

Joined a professional development program for experienced designers to improve my craft and learn leadership skills through workshops and talks by lead creatives from top tech companies (Google, Facebook, Stripe, etc.)

www.jasonlim.com
jason.jinlim@gmail.com
303-847-8071

SPECIALITIES

Sketch
Photoshop
Illustrator
After Effects
Animation
Web Design
Mobile Design
Data Viz
Interaction Design
User Research

WORKING KNOWLEDGE

Cinema4D
Unity
3D Modeling
VR Design
Javascript

Jeff Wang, Product Designer

Employment

Product Designer, WillowTree September '17 - Present

Designing digital solutions for Fortune 500 companies.
www.willowtreeapps.com

Product Design Intern, Nextdoor May '17 - August '17

Designing monetization solutions for the private social network for your neighborhood.
www.nextdoor.com

Design Fellow, KPCB May '17 - Present

Chosen as one of 14 design fellows out of 2500+ applicants to participate in the KPCB Fellowship program in Silicon Valley.
www.kpcbfellows.com

Software Design Consultant December '16 - Present

Helping founders optimize their product through good design as a standard business practice. Primarily working with enterprise and consumer startups, including:

www.usebask.com (Acquired by Brainly)
www.twinelabs.com (YC W'17)
www.slice.capital (Covered by CNBC, Inc., Forbes, etc.)
www.sourcewill.com (Blockchain based app)
www.dormroomfund.com

Co-Founder, Root Technologies June '16 - November '16

Co-founded and led design for Root, a smart window AC attachment. Branded and designed consumer facing software and website.
www.roottech.io

Education

University of Pennsylvania '13 - '17

B.A. in Visual Communication

Skills

Interaction Design
Visual Design
Copywriting
Art Direction
User Research
Usability Testing
HTML & CSS
Illustration
Mandarin

Tools

Sketch
Photoshop
Figma
Principle
Hype3
InVision
Pen & Paper
After Effects

@jeffwangdesign

LinkedIn
Dribbble

Contact

(415) 676-8823
www.jeffwang.co
wjef415@gmail.com

JESSIE VAN

PRODUCT DESIGNER

415 425 7633
jessievan@me.com

www.jessievan.com

PROFILE

My point of view, and a few thoughts on product design:

I care about the details and consider the motion design of affordances to be crucial in creating effective, intuitive interfaces. I like prototyping - it helps me think through interaction models and new possibilities.

I really love snowboarding, mountain biking, and hiking. I enjoy seeing things from a fresh perspective :)

SKILLS

I have experience working with teams to brainstorm and whiteboard concepts. I can create wireframes at varying levels of fidelity, and enjoy prototyping ideas. I have some front-end coding experience, and enjoy working with devs to build ideas out. I have worked with distributed teams using version control systems (SVN, and Git).

Software that I'm familiar with:

- Sketch
- Photoshop
- Illustrator
- InDesign
- Invision
- Keynote
- After Effects
- Principle, Framer JS
- HTML & CSS

- I have worked with many different prototyping tools and frameworks - to avoid a full laundry list above, I've kept it to just my favorites. If you use a different prototyping tool that works well in your established workflow, I would be happy to learn it.

WORK EXPERIENCE

Google October 2016 - Present
Contract UX Designer

I work on payments, my focus is on growth related features in Android Pay. My work spans from wireframing and helping with research studies to creating visuals for onboarding animations and UI, as well as animating and prototyping.

Freelance June 2012 - Present
Interface Design, Interaction Design, Motion Design, Prototyping

I have worked on brands such as Google, eBay, AT&T and Adidas Skateboarding. I've worked with agencies, design studios and also taken on solo projects. The work has been primarily in the realms of responsive site design, interaction design, UI design, motion design, and prototyping.

Samsung R&D March 2014 - July 2015
Contract Product Designer

I worked on future vision products for in-home experiences. As a team we worked to determine features and user flows. I contributed to team efforts with interaction design, UI and overall visual design, as well as motion design for interactions, and prototyping.

Method Design March 2013 - October 2013
Contract Interaction Designer

Over the course of this contract, I helped on 4 projects. I created wireframes and conducted user interviews to help create a simplified set up flow for an enterprise software application. I created wireframes and contributed to the visual design of a website promoting an internal project. I helped prototype and define the interaction models and motion behaviors for a gaming platform. I also contributed UI animations for a vision video of an enterprise software platform.

Moving Brands September 2012 - March 2013
Contract Interactive Designer

I helped to create an interactive branding guideline for Microsoft. As a part of a team, I worked to define the visual design language of a whitelabel internet TV service. I also did motion studies to help test interaction models, and define the motion language of the system.

Razorfish March 2008 - June 2012
Interactive Designer

I worked on animations and the interaction design of UI elements for iOS apps and large installation touch screens for Intel. I worked on distributed teams to design and code websites, banners and other interactive media for Intel, Microsoft, Best Buy, Levi's, Activision, and Visa.

Jihoon Suh

<http://jihoonsuh.com>
[linkedin.com/in/jihoons](#)
[dribbble.com/jihoons](#)

jihoon8846@gmail.com
Seattle, WA

COMPETENCY

Product Design
Interaction Design
Rapid Prototyping
Design Research
2D & 3D Fabrication

CODE / INTERACTION

Processing(Java), HTML,
CSS, Origami Studio,
Framer

GRAPHIC

Sketch, XD, Photoshop,
Illustrator, InDesign,
Premiere Pro, AfterEffect

HARDWARE / 3D

Arduino, Rhino 3D, CURA,
Solidworks, KeyShot

WORK

Facebook — Product Designer

Seattle, WA | Apr 2018 - present
Designing at Facebook Gaming

Google — UX Design Intern

Mountain View, CA | Jun 2017 - Sep 2017
Designed and prototyped VR/AR interaction at Google Daydream

bHaptics (Funded by Vive X) — Product Designer

Daejeon, South Korea | Jun 2015 - Jun 2016
Designed and prototyped haptic wearable devices for immersive VR and designed corresponding software web platform

Iamcompany (Acquired by NHN) — UX Design Intern

Daejeon, South Korea | Dec 2012 - Feb 2013
Designed UI and interaction guideline for Iamschool (iOS & Android)

EDUCATION

University of Washington M.S. Human Centered Design & Engineering

Seattle, WA | Mar 2018
Graduate TA, Graduate School Fund for Excellence and Innovation Award

KAIST B.S. Industrial Design

Daejeon, South Korea | Jun 2016
Dean's List, Full Scholarship, Guwon Outstanding Scholarship

RESEARCH

Google + U of Washington — Joint Research on Mobile UX

Seattle, WA | Sep 2016 - Jun 2017
Published at Ubiquitous Computing (UbiComp EA '17), by experience sampling, researching, and analyzing contextual mobile UX

HTC + U of Washington — Usability Evaluation on VR Experience

Seattle, WA | Jan 2017 - Mar 2017
Conducted extensive usability tests on Vive Video, focusing on VR UI, controller-based interaction, and task flow

KAIST — Product Design and HCI Research

Daejeon, South Korea | Jun 2015 - Aug 2016
Button+: HCI research on shape-changing interface. Published at: Tangible, Embedded, and Embodied Interaction (TEI '17)
Verpen: Graduate Thesis work. Published at Human Factors in Computing Systems (CHI EA '16) and exhibited at Tokyo Design Week 2015

OTHER AWARDS

Microsoft + Kal Academy AR Hackathon 1st Place Apr 2017

CHI Student Research Competition 3rd Place May 2016

KAIST Graduation Thesis 1st Place Feb 2016

Spark Design Award Concept Finalist Nov 2015

JOSH MATEO

www.joshmateo.com mateo.josh@gmail.com 609.923.7387

Currently a Product Designer at Square.

Education.

Rochester Institute of Technology
Rochester, NY
Bachelor of Fine Arts; May 2011
New Media Design and Imaging

Achievements.

Patent Pending on Xerox
sponsored team project at RIT.

Volunteer at Isaac Newton Middle
School participating in the Citizen
School Apprenticeship program.
Taught class about character
design and basic visual art skills.

Experience.

Square / Product Designer
New York, NY / February 2015 - Present

Creating functional prototypes for an iPad Register product with Flintco alongside various web and client side components. Building a dashboard style guide to unify the design process across Square's Dashboard. Launched a beta program for Online Store which involved the UX and Visuals for a simplified onboarding experience, custom site editor, various templates, and order management.

Amplify / Senior Visual Designer & Visual Designer
New York, NY / August 2013 - February 2015

Led the design for Amplify Market, paired with the development portal, to help deliver content, lessons and applications to teachers and students. Experimented with animation and prototypes to bring a more playful and intuitive experience to the Tablet Product. Built an updated onboarding system for registration. Worked on improvements to the visuals and UX on the overall product with the Engineering and UX teams. Led design for the SXSW concepts in 2014.

The Barbarian Group / Designer & Junior Designer
New York, NY / July 2011 - August 2013

Created a WebGL infographic using Cinema 4D baked textures for Bloomberg's c40 Cities. Designed the base template homepage redesign for Samsung. Worked on a small team for the worldwide General Electric site overhaul. Worked with the Earned Media team to create daily social media assets for multiple Bacardi products. Led design for the searsStyle brand. Created a variety of animations, prototypes, layouts, and presentation material for pitch work.

KAREN SONG

Product Designer | User Experience designer

xsongkaren.com
xuansongkaren@gmail.com
415-539-7600

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS
SAN FRANCISCO, CA | 2015- May 2018 (anticipate)
BFA, Human Computer Interaction

CHINA ACADEMY OF ARTS
HANGZHOU, CHINA | 2012- 2014
BFA, Landscape Design

SKILLS

Software

Photoshop
Illustrator
InDesign
Premiere
After Effects
Sketch
Keynote
Principle
Origami
Fusion 360
SketchUp

Programming

Processing
Arduino
Particle Photon
HTML/CSS
Python

Design

Design Research
Design Strategy
User Interface
Web Design
Service Design
Storytelling
Scenario Design
System Design
Prototyping
Video Editing

Others

Business Strategy
Marketing
Illustration
Storyboarding
Model Making

AWARDS

Totem Keychain:
Best Potential Development

CCA Hybrid Lab & Qualcomm Exhibition 2016
Team members:
Henry Bacon, Elissa Welsh, and Vergil Shi

Academic Excellence Scholarship

The landscape design program student
selected for the 2012 China Academy of
Arts scholarship.

LANGUAGES

English
Chinese

EXPERIENCE

Feb 2018
Present | **THE WRECKING CREW** | SAN FRANCISCO, CA
Interaction Designer (contract)

- Refine prototype of the MVP Business Support Membership
- Illustrations of service/experience concepts
- Presentations to T-Mobile leadership
- In-channel MVP launch plan and 2018 strategic roadmap

June 2017
Sept 2017 | **MICROSOFT (Office team)** | REDMOND, WA
UX Designer Intern

- Illustrated the future user journey, storyboard for Office's new service: Office Intelligence Network (PIN)- a service for enterprise users to connect with resources, people, contents effectively
- Brought the successful metric to PM team and executives by helping them come up with the plan for a high fidelity video and final mockups for Q3 and Q4 stage.

Sept 2017
Present | **BAX Group Travel** | SAN FRANCISCO
CMO, Co-founder

- Responsible for advertising, market research, brand management, and acquiring and maintaining new customers.
- Work closely with CEO, CFO and CTO to run company's app and website. Implements company's long and short term goals

Nov 2016
Dec 2016 | **FORD MOBILITY COMPANY** | SAN FRANCISCO
Project Interaction designer

- Collaborated with Ford Motor Company and the city of San Francisco to design the future of mobility
- Developed insights, design provocations, and a video culminating with a presentation at Ford in Palo Alto

Sept 2016
Dec 2016 | **THE CENTER FOR INVESTIGATIVE REPORTING** | SAN FRANCISCO, CA
Researcher/Animator for Revel antiplatform

- Led team to research the housing issue in the Bay Area
- Generated innovative documentaries for CIR and ENGAGE at CCA

May 2016
Sept 2016 | **SECRET PROJECT** | SAN FRANCISCO & TAIWAN
Interaction Designer

- Utilized the "Think Wrong" methodology within a design blitz format to create positive change in Taiwan Toucheng Leisure Farm Hotel and drove long-term social impact
- Collaborated with farmers and interdisciplinary subject experts to prototype how to bring rural life and into community

Min Zhou

www.min-zhou.com
minzhou@andrew.cmu.edu
www.linkedin.com/in/minzhou/

Education

Carnegie Mellon University
Pittsburgh, PA | 2013 - 2017
BS Business Administration
2nd Major: Human-Computer Interaction
Minor: Communication Design
Cumulative GPA: 4.00/4.00

Skills

Interaction Design
Visual Design
Interactive Prototyping
Web Design
Mobile Design
Motion Graphics
Illustration

Tools

Adobe Creative Suite
HTML & CSS
Sketch
Origami
Framer.js
Axure
Python

Work

Facebook, Instagram
May 2016 - Aug. 2016
Menlo Park, CA

Product Design Intern
Worked on the private sharing of Instagram stories.
Designed typing indicator in direct messages for better user engagement.

Expil, Inc
Mar. 2016 - Present
Pittsburgh, PA

Product Design Consultant
Redesigned the homepage for Expil, an educational platform for personal learning.
Redesigned the problem solving experience to improve learning results.

Groupon
May 2015 - Aug. 2015
Chicago, IL

Product Design Intern
Designed merchant pages, a set of consumer-facing web pages for people to discover merchants and deals.

CMU HCII
Nov. 2014 - May 2015
Pittsburgh, PA

Research Assistant
Worked on Technology-Enabled Role-Playing in Design with Prof. Steven Dow.

Projects

Groupon Hackathon
July 2015
Chicago, IL

Product Designer
Designed Groupon City Pages at Groupon's internal hackathon, and won the first place in Groupon Lab.

TartanHacks
Feb. 2015 & 2016
Pittsburgh, PA

Lead Designer
Lead designer for TartanHacks 2015 and 2016. TartanHacks is known as CMU's premier Hackathon.

a16z Hackathon
June 2015
Palo Alto, CA

Designer
Represented CMU to attend Andreessen Horowitz's hackathon and designed a time machine for music playlists.

RACHEL COHEN

hello@rachelacohen.com · 805.746.0812 · www.missrachelacohen.com

EDUCATION

AUG 2008 to
MAY 2011

Bachelor of Science — Marketing Communications
EMERSON COLLEGE (BOSTON, MA)
Advertising & Public Relations

EXPERIENCE

DEC 2014 to
PRESENT

Visual Designer — Unified Experience Language
TRULIA // ZILLOW GROUP (SAN FRANCISCO, CA)

- Currently designing our experience language style guide — a resource for both designers and engineers. These designs/OOCSS components make our design look more consistent and keep our code base slim.
- Partner closely with the UX engineer and UX team leads across consumer, rentals, and brand creative to create consistent visual styles and interactions.
- Spearheaded the brand identity and visual design for Premier Agent, a platform that merges Trulia's & Zillow's agent advertising business.

SEPT 2014 to
DEC 2014

Designer
TWICE (SAN FRANCISCO, CA)

- Worked closely with engineering team to design features to drive demand and new customer acquisition, saw significant monthly growth.
- Designed weekly email promotions sent to over 450,000 users and redesigned ads for various platforms (Facebook, Google, etc.)
- Executed web and marketing designs for 5 new product categories (shoes, handbags, plus-size, maternity, and mens).

AUG 2013 to
SEPT 2014

Marketing Designer
TWICE (SAN FRANCISCO, CA)

- Planned and implemented original marketing promotions and collateral.
- Assisted Creative Director with rebranding of the website, email marketing, advertising, and print materials.
- Worked with product team to design and implement product features (drip emails, campaigns, shopping filters, referral campaign, etc.)

OCT 2012 to
AUG 2013

Marketing Associate
TWICE (SAN FRANCISCO, CA)

- Generated original content and executed social media strategy across all platforms (Facebook, Twitter, Pinterest, etc.)
- Grew email marketing list from 10,000 emails to over 300,000 emails.
- Created and executed 25+ marketing campaigns to over 100,000 customers.

SKILL SET

Photoshop

III InDesign

III HTML5

II Photography

Social Media

III Illustrator

MailChimp

III CSS

III Photo Editing

The Internet

Sanat Rath

Interaction Designer

sanatrath.com
mail@sanatrath.com
414.860.0606

Work Experience

Google / Interaction Designer

MAY 2014 - PRESENT, NEW YORK CITY

Currently, I lead a team to maintain the internal style guide & implement new design patterns in Docs, Sheets & Slides on web & mobile. I create javascript prototypes for motion studies, oversee production specs & facilitate design reviews with stakeholders across all the 3 apps. I collaborate closely with product managers, developers, researchers & the marketing team.

Previously, I worked as the UX lead for office & offline editing in Docs, Sheets & Slides. I contributed as a visual designer in one-third capacity to launch templates & warm welcomes for the suite. I created several design tools to advance internal UX processes.

Georgia Tech / Designer

AUG 2012 - MAY 2014, ATLANTA

I designed, developed & launched 2 websites for Africa Atlanta 2014 & Westside communities alliance with 5k+ daily unique visitors. I created all marketing materials for Ivan Allen college of Liberal Arts.

Design For Use / Interaction Designer

JAN 2012 - JUN 2012, NEW DELHI

I launched a financial planner iOS app for PolarisFT & designed the deals section for one of India's leading travel websites. My responsibilities included heuristic analysis, wireframes, sitemaps, user flows, concept sketches & visual design.

sanatrath.com / Freelancer

2007 - 2012, ROORKEE

I collaborated with developer teams & managed a wide variety of cross-media projects involving branding, illustrations & UI design for startups & academic institutions such as c2w.com, pka.ch, Gensol Solar, IIM Kozhikode, IIT Mandi, IIT Roorkee, CoolCrammer.com, Grassroots Infosolutions & edukart.com.

Education

Georgia Tech / MS HCI

AUG 2012 - MAY 2014, ATLANTA

Initiated & contributed to several experimental projects involving web usability, tangible interaction, natural user interfaces, mobile augmented reality & ubiquitous computing.

IIT Roorkee / B.Arch

AUG 2007 - MAY 2012, ROORKEE

Created design proposal for Museum of Modern Art Odisha as a hybrid of art, interaction design & architecture in Bhubaneswar, India.

Skills

Design: Illustration & UI graphics • Strategy & vision presentations • User flows • Concept sketches • Wireframes & mock ups with Sketch & Illustrator • Motion design with Principle & After Effects • Production redlines • Style guides & pattern library

Prototyping: Rapid prototyping using Keynote & Invision • Interactive flow with HTML/ CSS/ JS • Frameworks (Polymer, Backbone, Socket, Angular) & APIs

Research: Data analysis (AppAnnie, Analytics) • Task analysis & persona hypothesis • A/B Testing & Experiment • Cafe & diary study • Cognitive walkthrough

Collaboration: Organizing workshops • Facilitating design critique • Self Starter • Detail oriented • Flexible • Communicative

SIMON PAN

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EXPERIENCE

User Experience Architect

Vivant (2012-2013)

User Experience Architect

Profero, UK London (2011-2012)

User Experience Designer

HCI Labs, UNSW (2009-2011)

Usability Engineer

HCI Labs, UNSW (2007-2009)

EDUCATION

BSc (Hon.), Computer Science
University of NSW (2002-2008)

Specialised in Human-Computer Interaction. My thesis research focused on designing and evaluating (through eye-tracking) User Interfaces for creative thinking.

HONORABLE MENTIONS

Human Computer Interaction Tutor

Taught User-Centered Design to 60+ undergraduate and postgraduate students.

User Interface Design Tutor

Taught Object-Oriented Programming and User Interface Design to a student with a learning disability.

ACCOMPLISHMENTS

- Overcame Agile related challenges to construct a shared vision for Jaro. Created alignment amongst team to execute vision. Led redesign efforts to refocus product before launch. Launched Jaro 1.0.

- Increased user satisfaction (+11%) and perceived findability of information (+9%) with redesigned 'FRANK' website.
- Decreased bounce rate (-27%) with mobile 'FRANK' website.
- Generated €29k in online sales and grew fan community by 369% in 30 days of launching M&S 'Dress Me if You Like' Facebook app.
- Increased conversions by 814% with redesigned 'MINI Roar' app.

- Increased service reach for ILC NSW. Grew website visitors by 218% (40,000 visits per month) since launch of 'AT Magic'.
- Increased page views by 46% for UNSW Engineering with website redesign.

- Provided usability consulting for First Australians online documentary—'09' winner of New York Interactive Media Award.

SKILLS

User Research, Experience Strategy, Interaction Design, Information Architecture, User Interface Design, Usability Testing, Graphic Design, Copywriting, HTML, CSS, Interviews, Surveys, Card Sorting, Ethnography, Participatory Design, Task Analysis, Rapid Prototyping, Heuristic Evaluation, Content Analysis, Personas, Wireframes, Competitive Analysis, Experience Maps, Scenarios, Mental Models, User Journeys, Storyboards, Task Flows.

TALENTS

- I'm a creative, big-picture thinker obsessed with crafting the details.
- I'm personable and an energetic collaborator, motivated to inspire.
- I'm ambitious, delivery-focused, diplomatic & adaptable to the task.
- I have a deep sense of empathy, which fuels my passion to craft honest, inclusive and meaningful experiences for people.
- I'm strong at communicating design intent—verbally and visually.
- I embrace experimentation and I'm not afraid to be wrong.

Xinyu Li, UX Designer

www.xinyu.design
lixinyu513@gmail.com
(404) 395-5031
linkedin.com/in/xinyuuu

Google, JX Design Intern

May.2017 - August.2017 | New York City, NY
Researched and identified problems through stakeholder talks and user research in the complex industry of advertising. Designed and validated workflows and interfaces through iterations. Collaborated with multiple roles to drive alignments.

Georgia Tech, Communications Designer

Jan.2017 - Present | Atlanta, GA
Brainstormed and crafted multi-platform (web and print) graphics and websites for various projects with an audience from 15 universities in Atlantic Coast Conference.

State Street, UX Design Intern

Feb.2016 - Jul.2016 | Hangzhou, China
Redesigned main task flows of Apsara, a fund mock-trading platform and delivered comprehensive design specs.

Solar Technology Co. Ltd, Product Designer

Jan.2015 - May.2015 | Hangzhou, China
As the only designer, took the responsibility from strategy to the design of Solar, a mobile APP for cohesive family networks. Followed lean startup approach: MVP and rapid iterations.

Student Portal of Zhejiang University, Lead Designer

Sep.2011 - May.2015 | Hangzhou, China
Designed and launched Mobile, an all-in-one APP for students at Zhejiang University. Mentored 10+ junior designers. Led website and visual identity design for 30+ campus events.

Georgia Institute of Technology

Aug.2016 - May.2018 (expected) | Atlanta, GA
MS., Human-Computer Interaction

Zhejiang University

Sep.2012 - Jun.2016 | Hangzhou, China
B Eng., Industrial Design
B Eng., Energy & Environment Sys Eng

Skills

Low to High Fidelity Design & Prototyping
Persona
Storyboarding
Wireframing
User Research
Usability Testing
3D Modelling & Printing

Tools

Sketch
Adobe Creative Suite
Principle
Framer
Affinity Designer
Balsamiq
Invision
HTML, CSS, JavaScript

Wenbin(Kyle) Li

wenbinli.com
wli4@cca.edu
510.415.2541

A designer passionate about creating better user experiences through aesthetics and problem-solving.

EDUCATION

California College of the Arts
MFA in Design
Class of 2018

Luxun Academy of Fine Arts
BA in Graphic Design
Class of 2011

SKILLS

Graphic Design	Adobe
Branding Design	Creative Suite
Typography	
Design Strategy	
Product Design (Full-stack)	Sketch Principle Framer X Processing
User Interviews	
Personas	
Journey Mapping	
Wireframing	
Prototyping	
Motion Graphics	
Video Editing	
Photography	
Sound Design	

wenbinli.com

EXPERIENCE

Fasto
Aug 2018–Present
Co-Founder & Senior Designer
Create and apply design strategies across branding and product design. Refine design directions and finalize design details. Lead the planning and structuring of deliverables.

DOLBY
Jul-Oct 2017
Visual Experience Design Intern
Collaborated with brand content marketing team to design and create projects for Dolby Products. Generated concepts and produced assets. Managed external design agencies.

MetaDesign
Oct-Dec 2017
Freelance Visual Designer
Assisted Creative Director and created ideas and animated effects for visual identity projects.

deetsu
Sep 2012–Sep 2014
Graphic Designer
Designed various design projects for Canon Products including graphic design, web, storyboard, and copy. Generated and pitched campaign concepts for launches and retail business.

MetaDesign
Sep 2011–Sep 2012
Graphic Designer
Focused on branding identity design for clients such as Volkswagen, Audi, and Siemens. Worked closely with Design Director and Strategy Team to create the visual solutions.

TBNA\ MAL
Aug–Sep 2011
Freelance Graphic Designer
Worked as a freelance graphic designer for multiple projects including UI design, layout design, illustration, typography, and motion graphics.

RECOGNITION

IF Design Award
2013
Communication Design Award
Branding Re-Design for NingXia Zhongfang Group

Rebrand 100 Global Awards
2013
Merit
Branding Re-Design for NingXia Zhongfang Group

Typography

An extremely light overview

Choosing Fonts



Function

Combining Fonts

Using too **MANY**
typefaces is
confusing *and* **LOOKS**
messy and **CLUTTERED.**

Combining Fonts *(no more than 2)*

Nice visual
contrast. Each
serves a purpose.
*(Headers vs.
Body copy)*



THESE TWO FONTS
Go together nicely

Poor contrast.
Both are heavy
and only work
as headers.



THESE TWO FONTS
Clash with each other

Kerning vs. Tracking

This is the message

This is the message

(Kerning Issues)

This is the message

(Too much tracking)

Hierarchy

BREAKING NEWS STORY.

Sub-headline story description.

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Another story here.

Sub-headline story description.

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VS.

Breaking news story.

Sub-headline story description.

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Hierarchy & Emphasis

You don't **HAVE** to use
every type of emphasis
all at once.
(*One ~~or two~~ is enough.*)

So PLEASE *don't*.
It doesn't look nice.

Capital Letters



SUPER INTERESTING HEADLINE HERE.

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Office Newsletter

Reminders:

- If you make a mess in the break room,
PLEASE CLEAN IT UP.
- The lockers in the break room are being removed, so please retrieve **ALL** your items by Friday **AT THE LATEST.**

Tracking Text

NORMAL

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TOO TIGHT

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Leading

NORMAL

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TOO LOOSE

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Alignment



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Alignment Bullets & Quote Marks



Exerci tation ullamcorper
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“Lorem ipsum dolor sit amet,
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- Ut wisi enim ad minim
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Readability Body Copy



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Readability “Don’ts”

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HEADLINE

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Widows and Orphans

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vel non est.

Vivamus nec posuere purus. Maecenas nec faucibus turpis. Mauris feugiat aliquam euismod. Sed euismod tortor quis metus volutpat, vel imperdiet ipsum ultrices. Aenean facilisis tortor quis sapien volutpat hendrerit. Morbi bibendum nisl eget massa congue, vitae placerat arcu porttitor. Mauris quis nunc vestibulum, vestibulum lectus non, consectetur purus. Sed aliquet odio et euismod molestie. Nam gravida suscipit ex, id feugiat ligula pretium nec. Vivamus eget odio mollis.

Scaling

normal text:

TEXT



stretched vertically:

TEXT



stretched horizontally:

TEXT



condensed horizontally:

TEXT



font size reduced:

TEXT



font size & tracking increased:

TEXT

Fake vs. Real Small Caps

Notice how
much more
bold the capital
letters are?



FAKE SMALL CAPS

Visual weight is
clearly similar.



REAL SMALL CAPS

Dumb vs Smart Quotes

Inch and foot
marks



“ ”

“ ”

‘ ’

Double and
single quotes



“ ”

” ”

‘ ’

Just Don't...



TEXT



TEXT



TEXT

TEXT

TEXT