DAN VANG

Design Strategy & Product Design

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Skills & Tools

Research & Synthesis

Mixed Methods Research, User Interviewing, Market Research, Ethnographic Research, Usability Testing, Surveys, A/B Testing, Test Planning, Journey Mapping, Data Analysis, SurveyMonkey, Qualtrics, Maze, Optimal Workshop, Google Forms, Google Analytics, Amplitude

Design & Prototyping

Human-centered Design, Lean UX, Agile Methodology, Web Content Accessibility Guidelines (WCAG Compliance), UX Design, UI Design, Interaction Design, Sketching, Wireframing, Rapid Prototyping, Storyboarding, Graphic Design, Animation, Digital Imaging, Figma, Adobe CC, Sketch, Balsamiq

Communication & Management

Presenting to Stakeholders, Instructing Groups, Facilitating Workshops, Storytelling, Mentoring, Project Management, Figjam, Google Slides, Slack, Zoom, Notion, ProdPro, Asana, Trello, Jira

Experience

Instructor, General Assembly (remote)   03/2022 – Present

User Experience Design Immersive Program
- Recognized for quality in-class instruction and leadership, consistently scoring above 80 NPS.
- Developed and delivered three iterations of class curriculum, partnering closely with the product team to leverage customer feedback to improve student engagement and the program's reputation.
- Led diverse teams of students, fostering a collaborative environment to ensure cohesive teamwork on real-world design projects, developing customized solutions for 40+ new and returning clients.
- Provided personalized coaching to 100+ students to build their confidence and capability, equipping them with skills such as UX research, data analysis, and responsive UI design.

Adobe Express Creative Skills Academy
- Piloted new enterprise product to collect valuable insights about the demands of students learning how to utilize generative AI in their creative fields.
- Collaborated with the product team and stakeholders in improving curriculum material, adding value to customer experience.

User Experience Designer, Robert Half (remote)   04/2021 – 10/2021

Cipher Skin Patient Portal
- Created a design system including accessibility features in compliance with WCAG to service our patients who were required to continue their physical rehabilitation safely from home.
- Designed user interface for the companion app that optimized the set up process of connecting multiple monitoring devices, reducing onboarding and set up time by 40%.
- Collaborated with subject matter experts to develop technical language and tone used to improve on-screen instructions to help patients and inform product strategy.
- Led remotely monitored usability tests that validated key design iterations and provided actionable insights for future product improvements, enhancing the at-home recovery experience for patients.

User Experience Designer, We Are Matik (hybrid)   06/2016 – 06/2021

    CarbonLoop App

- Developed an on-demand recycling service for residences and businesses to redeem their refunds.
- Led user research, competitive analysis, and usability testing that informed the development of content strategy and business strategy.
- Spearheaded the product roadmap and collaborated with developers to set objectives and KPIs.

    Nickelodeon's Teenage Mutant Ninja Turtles Sewer Studios Tour

- Designed a stop-motion app for an interactive installation promoting Nickelodeon's new toy line.
- Conducted user research, UI design, and prototyping to align with stakeholders and developers.
- Monitored performance metrics throughout the campaign that toured 10 locations over 2 months, capturing more than 1,500 interactions.

    NBA Tip-Off 2019, Comic-Con San Diego

- Developed and prototyped a user flow for an interactive Comic-Con experience.
- Designed the UI, motion graphics, and animation, enabling guests to create and share animated videos of themselves tipping-off against their favorite NBA players.

    StarTrek, Comic-Con San Diego & New York City

- Created an interface that allowed visitors to generate and send personalized videos.
- Collaborated with developers and fabricators to design visual components for an immersive StarTrek experience, enabling guests to explore different planets.

    Samsung Design Kiosk, NYC, Tokyo

- Created user interface and managed graphic assets and that provided an experience allowing guests to customize cases for their Samsung mobile device.

User Experience Researcher, Digital Karma (hybrid)   11/2018 – 11/2019

    Rendezvousing Networking App

- Lead user research that informed our product team about primary users' needs around dating and networking.
- Discovered heuristic issues through user tests that informed iterative design to improve usability.
- Collaborated with stakeholders and developers, delivering detailed reports and recommendations to problem solve and improve the user experience of onboarding and usability.

Prior to user experience design, I have held positions as a graphic designer where I practiced other relevant skills such as information architecture, microcopy writing, content strategy, and visual communication. Additional work experience provided upon request.

Education & Certifications

    Adobe.com

        Certificate – Content Creation and Marketing Using Adobe Express

    Pendo.io

        Certificate – AI for Product Management

    General Assembly (remote), New York City, NY

        Certificate – Product Management

    General Assembly, Los Angeles, CA

        Certificate – User Experience Design

    Mt. Sierra College, Monrovia, CA

        Bachelor of Arts – Media Art & Graphic Design