

Vanessa Ng

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EDUCATION & TRAINING

UX Design Immersive, 2018
General Assembly

B.A. Design
Minor Managerial Economics
University of California, Davis, 2009

TECHNICAL PROFICIENCY

Sketch, InVision, Figma, Adobe
Creative Cloud, UserTesting,
Validately, Omnigraffle, Camtasia,
iMovie, Vysor, Zoom, Basic HTML/CSS,
SQL, Tableau, Keynote, Google
Docs, MS Office, PLM

RESEARCH SKILLS

User Interviews, Usability Testing, User
Surveys, Concept Testing, Iterative
Reviews, Diary Studies, Affinity
Mapping, Competitive and
Comparative Analysis, Card Sorting,
Journey Maps, Intercepts

DESIGN SKILLS

User Flows, Task Flows, Site Maps,
Prototyping, Storyboarding,
Wireframing, Personas and Scenarios

BRAND WORK

Brooks Brothers, David Yurman, Urban
Outfitters, Anthropologie, Express,
Macy's, Nordstrom, Anne Klein, Nine
West, Christopher and Banks

LANGUAGES

English, Conversational Cantonese,
Basic Mandarin, Basic Spanish

USER EXPERIENCE RESEARCH ASSOCIATE

Google (via Adecco) | January 2019 - Present

Teams: *Google Duo and Business Communications*

- Collaborated with stakeholders to understand product goals; created study plans and executed evaluative and generative research to provide insights on user behavior.
- Moderated in lab and remote usability testing and interviews to identify insights that helped influence product strategy.
- Wrote and presented reports to stakeholders, providing actionable recommendations to drive product updates.
- Mentored new research assistants on moderating sessions, drafting reports, and operating lab equipment.

Team: *Comms Rapid Research*

- Analyzed and synthesized qualitative data to create reports and present findings to crossfunctional partners.
- Conducted literature reviews and competitive analysis to provide knowledge base for stakeholders.
- Worked with UX research coordinators to recruit suitable participants and schedule sessions.

FREELANCE UX/ UI DESIGNER

Rendezvous North Beach | September 2018 - December 2018

- Conducted stakeholder and user interviews to incorporate business goals and user needs into iterative website designs.
- Identified key users goals to create wireframes and prototypes and conducted usability testing to improve functionality.
- Designed user interface to create an engaging e-commerce experience while maintaining brand's visual aesthetic.

FREELANCE INTERACTION DESIGNER

People Of Color Against AIDS Network | April 2018 - May 2018

- Synthesized research from market analysis, competitive analysis, and user research into user insights.
- Created persona and task scenarios to outline user flow for the first PNW Black Pride's website, taking mobile usability into account.
- Prototyped and wireframed layouts to highlight the inaugural event.
- Conducted usability testing to iterate and improve design functionality. Revised designs to adapt to development constraints.
- Collaborated with client to incorporate key content into site design.

PROJECT MANAGER - PRODUCT LIFECYCLE MANAGEMENT

Brooks Brothers | October 2014 - October 2017

- Managed the product lifecycle of multiple projects for 8 divisions.
- Maintained T&A calendars and launched seasonal product - tracked and reviewed status for a 97% on time delivery.
- Collaborated with crossfunctional teams to discuss the requirements and feasibility of new developments and projects.
- Communicated development goals, target margins, and updates to overseas office and vendors. Managed vendor and crossfunctional team communications and relationships.
- Strategized sourcing configurations to optimize resource allocation. Reviewed reports to streamline development process.