

# JOYCE HUANG

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Interdisciplinary UX Designer simplifying complexity and creating connection through user-centered design.

## WORK EXPERIENCE

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| <b>UX Designer – Rocket Software</b>   | New York, NY    | 04.2021 – Present |
| <ul style="list-style-type: none"><li>Designed user flows, wireframes, and hi-fi prototypes for 3+ legacy software products</li><li>Conducted interviews, surveys, and user testing to explore user context and validate product direction</li><li>Led collaborative workshops with stakeholders to establish alignment and plan next steps</li><li>Evangelized user research and UX through tailored presentations to product stakeholders and developers</li></ul> |                 |                   |
| <b>UX Writer, Content Lead – Digital Influx</b>  | London, UK      | 07.2020 – 11.2020 |
| <ul style="list-style-type: none"><li>Created a series of 12 fun and digestible digital lessons and activities to educate kids on design thinking</li><li>Iterated on content based on user testing findings and team feedback in an Agile startup environment</li><li>Ensured consistency in voice, values, and quality across the product teams through constructive feedback</li></ul>  |                 |                   |
| <b>Senior Analyst – Advance Local</b>  | Jersey City, US | 07.2016 – 08.2019 |
| <ul style="list-style-type: none"><li>Executed marketing email campaigns and web forms to target advertisers via marketing automation</li><li>Optimized lead workflows according to business objectives, technical requirements, and user behavior</li><li>Tested campaign workflows and HTML code, performed fixes, and documented updates for stakeholders</li></ul>   |                 |                   |

## EDUCATION

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|---|---------------------------|-------------------|
| <b>MS Human-Computer Interaction, with Merit</b>  | City University of London | 09.2019 – 12.2020 |
| <ul style="list-style-type: none"><li>Courses: Interaction Design; Information Architecture; Inclusive Design; Data Visualization</li><li>Thesis: Understanding Engagement within “Pretend” Facebook Groups</li></ul> |                           |                   |
| <b>Graphic Design: Learn It, Live It, Do It</b>   | School of Visual Arts     | 01.2019 – 04.2019 |
| <b>BA English Language and Literature</b>   | University of Chicago     | 09.2012 – 06.2016 |

## MAJOR PROJECTS

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|---|--|-------------------|
| <b>Dementia UK</b>  |  | 02.2020 – 04.2020 |
| <ul style="list-style-type: none"><li>Planned and conducted remote usability tests on a website to answer a charity client’s concerns</li><li>Reported insights and actionable recommendations on UX, user journeys, and information findability</li></ul>  |  |                   |
| <b>Tate Halo</b>  |  | 10.2019 – 12.2019 |
| <ul style="list-style-type: none"><li>Defined visitor experience through observations and in-person interviews on multidisciplinary team</li><li>Helped design a wearable and installation experience for visitors to visualize and share their trip</li><li>Validated concept and prototype through guerilla desirability surveys and qualitative user testing</li></ul> |  |                   |
| <b>LILAC Museum Ship</b>  |  | 10.2019 – 12.2019 |
| <ul style="list-style-type: none"><li>Devised the information architecture for an exploration-centered site, based on various research methods</li><li>Translated the design into a sitemap, a user journey, lo-fi wireframes, and mockups</li></ul>  |  |                   |

## SKILLS

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| <b>Design:</b>      | Mockups, prototypes, wireframes, user journeys, personas, storyboards, data visualization, icons   |
| <b>Research:</b>    | Usability testing, interviews, surveys, diary studies, card sorts, observations, expert evaluation |
| <b>Tools:</b>       | Figma, XD, Illustrator, Miro, Otter.ai, Optimal Workshop, Zeplin, Jira, HTML, CSS, JavaScript      |
| <b>Soft skills:</b> | Teamwork, constructive feedback, time management, storytelling, flexibility, positivity            |
| <b>Languages:</b>   | English (native), Mandarin (conversational), Japanese (basic)                                      |

## VOLUNTEER EXPERIENCE

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| <b>Student Buddy – MED4VI</b>  | London, UK | 01.2020 – 08.2020 |
| <ul style="list-style-type: none"><li>Set goals and led tutorials to help a visually-impaired user gain confidence in using her first smartphone</li></ul> |            |                   |
| <b>Volunteer – 48in48 London</b>   | London, UK | 11.2019 – 11.2019 |
| <ul style="list-style-type: none"><li>Built WordPress pages and edited content for 2 non-profits as part of a 5-person team over 48 hours</li></ul>        |            |                   |