

Nice to meet you, I'm

ESTHER TANG

Visit my portfolio at aestherticdesigns.com

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PROFESSIONAL EXPERIENCE

ARC WORLDWIDE–UNILEVER

UX Designer

May 2021–present / Chicago, IL

2022 Amazon Publicis Rising Star Award Winner

- Conduct A/B testing to test design and functionalities on Amazon brand stores
- Own the launch of 6 ADA compliant brand pages on Walmart.com by creating wireframes, prototypes, and assets to hand off to developers
- Collaborate with content strategists to create site maps, wireframes, and custom graphical content for over 10 brand and event stores on Amazon
- Research and design the entire user experience and interface of 2 internal products
- Activate award winning national ad campaigns by creating key visuals, mockups, and digital banners that align to our client needs, strategy, and audience

UNIVERSITY OF MICHIGAN– CENTER FOR ACADEMIC INNOVATIONS

Extended Reality (XR) Designer

Oct 2020–May 2021 / Ann Arbor, MI

- Storyboarded and owned the visual and world concept for the Physics Lab VR project running on Oculus Quest
- Collaborated with developers and 3D artists to examine concept feasibility
- Designed UI assets on Adobe XD and Illustrator users would interact with
- Constructed user test cases to identify developmental and usability issues and presented suggestions

UNIVERSITY OF STELLENBOSCH

UX Design Intern

May 2020–Jul 2020 / Remote

- Conducted research using contextual inquiry, affinity mapping, and competitor analysis to understand the user and problem space
- Developed detailed personas, journey maps, and task flows based on research analysis and findings
- Created sketches, wireframes, and prototypes to communicate user flows and interactions to developers
- Designed the entire product interface with Adobe XD for an intuitive and visually appealing navigation

EDUCATION

UNIVERSITY OF MICHIGAN

Master of Science, UX Research & Design

Graduate Certificate in Extended Reality

Graduated May 2021 / GPA: 3.94/4.00

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Bachelor of Fine Arts, Graphic Design

Graduated May 2019 / GPA: 3.69/4.00 / Deans List Fall 2017 & 2018

LEADERSHIP & RELEVANT EXPERIENCE

SEDS@UM

UX Lead

Jan 2020–May 2021 / Ann Arbor, MI

- Research and analyzed interviews and related documents to craft an intuitive design
- Utilized Adobe XD to design and create AR prototypes for the 2020 NASA SUITS Challenge
- Produced over 20 brainstorm sketches and 5 design iterations on XD focusing on usability
- Collaborated closely with developers to implement designs on HoloLens

DESIGN CLINIC–SOUTH SIDE WEEKLY

UI/UX Designer

Jan 2020–Apr 2020 / Ann Arbor, MI

- Brainstormed more than 20 solutions to help improve volunteer's onboarding and work-hour tracking experience at South Side Weekly
- Responsible for designing the navigation bar, landing page, and setting the overall style of the volunteer dashboard
- Organized and held 5 virtual usability tests, followed by design improvements on the feedback

SKILLS & INTERESTS

Tools

Figma
Miro
XD
Photoshop
Illustrator
InDesign
Premier Pro
After Effects
HTML/CSS

Interests

Volleyball
Snowboarding
Urban hip-hop dancing
Aerial fitness
Hiking

Languages

English (Native)
Mandarin Chinese (Native)