

# PHENIX TANG

UX DESIGNER/RESEACHER

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## RELEVANT COURSES

Computer as an Expressive Medium  
Discovery and Invention in Digital Media  
Interactive Fiction  
Principles of Interaction Design  
Prototyping eNarrative (VR)  
Service Design  
User Interface Design  
Advanced 3D Modeling

## SKILLS

### Knowledge

Animation, Color Theory, Design Thinking,  
Grid & Layout, Interaction Design, Motion  
Graphics, Video Editing, Wireframing,  
Sketching, Visual Design, UX Design,  
Service Design

### Design

After Effects, Illustrator, InDesign,  
Photoshop, Premiere Pro, Blender,  
Cinema4D, Axure, SolidWorks, Balsamiq,  
Sketch, InVision, Unity3D, HTML/CSS,  
JavaScript, Jquery.js/d3.js

### Research

User Testing, Usability Testing,  
Ethnography, Information Architecture  
Interviews, Personas, Competitive  
Analysis, Task Flows, User Journeys

### Language

English, Chinese (Mandarin)

## EDUCATION

### Georgia Institute of Technology

Master of Science in Digital Media  
Aug 2017 - May 2019, Atlanta GA

### University of Georgia

Bachelor of Journalism in Advertising  
Aug 2012 - Dec 2016, Athens GA

## WORK

### SenseTime, UI/UX Design Intern

May - Aug 2018 | *Beijing China*

At SenseTime, I worked in a cross-functional agile team and closely collaborated with product manager, developers, and team designers for various AI products including SenseID, SenseFace, and SenseGo.

- Create interaction flow, wireframe, graphic assets, visual elements, and mockups for mobile, desktop, and web applications.

### Ogilvy & Mather, Visual Design Intern

Jan - March 2017 | *Beijing China*

- Prepare Ogilvy's internal CSR presentation through gathering materials.
- Design PPT presentation, layout, and materials based on creative briefs and follow Ogilvy's standard visual style guide.
- Combine various colors, shapes, graphics, and typography fonts to improve overall viewing experience.

### Mentor National, Graphic Design Intern

May - Aug 2016 | *Alpharetta GA*

At Mentor National, I gained valuable experience in creating contents and graphic materials to promote Mentor National's services.

- Develop visual style guide templates for Mentor National's promotion module to expedite process and maximize development resources.
- Create online/offline design materials for promotion and display.

### CCE Group, Web Design Intern

May - Aug 2015 | *Shanghai China*

At CCE GROUP, I worked with the advertising design team and helped support multiple web-based and HTML5 advertising projects.

- Research and evaluate Sulwhasoo's brand identity and style to develop appropriate creative direction and design solutions.
- Provide information by collecting and analyzing user data and trends.

## PROJECT

### The Creatives Project, Service Designer

Jan - May 2019 | *Atlanta GA*

- Understand and apply various business value creation models and translate research findings into service design tools including stakeholder map, journey map, and service blueprint.
- Design strategy for branded experiences through the incorporation of systems thinking and research findings into a minimum viable product.