

Lynn Tang

Product Designer | UI/UX

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Experience

December 2023 – Present

PS Family NYC — Lead Digital Designer

Redesigned and developed two B2C Wordpress-based websites using user-centered design principles. Implemented e-book promotion on the home page, increasing conversion rates by 1500%.

Created marketing assets aligned with social media campaigns, earning positive feedback from leadership and boosting social media engagement.

Delivered monthly analytics reports for websites and social media, offering insights to support decision-making and optimization strategies for the marketing team.

August 2023 – December 2023

Reloop — UX Designer

Collaborated within an agile team to design a user-centric SaaS mobile application and its marketing website, Reloop.

Designed brand logo, mid-fidelity wireframes, and high-fidelity interfaces in alignment with product goals, user needs, and business priorities. Handed off final design specs and key artifacts after presenting the design to the design director and leadership team.

March 2023 – August 2023

Crunch Geek Inc — UX Designer

Researched, conceptualized, and designed to enhance brand identity and user experience for company visual assets, including the company logo and visual references for the website.

October 2022 – March 2023

Filmday — UX Designer

Initiated designs, prototyping, and usability testing for the Filmday mobile app, developing the design system and interface style based on user-centered design principles.

Conducted usability testing with 8 participants using both lo-fi and hi-fi prototypes for main features, receiving 90% positive feedback from users during product testing.

September 2019 – July 2021

Beijing Film Academy — UX Researcher

Conducted user research for an elementary-level screen literacy textbook by engaging 20 students and educators through interviews and focus groups.

Collaborated with 50+ designers, academics, educators, and publishers to integrate research findings into the textbook designs.

Education

University of Michigan – Certification in User Experience Research and Design, 2022 – 2023

Central Saint Martins, UAL – MA Program in Visual Arts Research, 2021–2022

Beijing Film Academy – MA in Visual Arts and Film, 2018 – 2021

Skills

Design – UX Design, UI Design, Design System, Web design, Interaction Design, Prototyping, Information Architecture, Responsive Design

Software – Figma, InDesign, Photoshop, After Effects, Premiere Pro, Final Cut Pro, Google Analytics, HTML+CSS, JavaScript

Research – Heuristic Research, User Testing, User Interview, Competitive Analysis, Secondary Research, A/B Testing, Focus Group, UX Audit