

MINSHAN TANG

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WORK EXPERIENCE

UI/UX Design Intern | University of Michigan

Design and Discovery Department 05/2022 — Present, Ann Arbor, MI

- Facilitated **10 A/B** tests to refine the design for the library study space. Presented distilled actionable insights to PMO.
- Participated in the development and execution of customer experience solutions for the Deep Blue Data system, using user-centered design tools to analyze and enhance efficiency and capacity, resulting in a **5%** increase and direct positive impact on business goals.
- Co-authored a refinement of the DesignOps best practices.

UX Design Intern | Eightfold. AI

06/2022 - 08/2022, Santa Clara, CA

- Conducted **6** usability tests with end-users, investigating, testing, and synthesizing data to gain insights into the app domain and user behavior. Presented research findings and final design to over **15** stakeholders, leveraging business, user, and technical requirements analysis.
- Collaborate with cross-functional partners to increase app engagement and retention. Identify **5** areas for improvement and implementation of the Career mobile app.
- Contributed to the redesign of the Marketplace Website and revamped multiple pages before **Quarter3**.

UX Consultant | Bosch Rexroth

01/2022 — 04/2022, Ann Arbor, MI

- Facilitate in design workshops with technical and non-technical partners to expand thinking and build space for product innovation.
- Conducted **15** user interviews to develop and execute optimal user experience solutions for the Rexroth website, employing design tools such as wireframes, mockups, to align design goals.
- Collaborate with product managers and product owners assess and prioritize opportunities and constraints, assist designer to ensure cohesive experiences across website.

UX Designer | American River College

08/2017-08/2019, Sacramento, CA

- Conducted **12** user research to identify needs, leading to the implementation of a Download Packet button.
- Increased website traffic by **30%** and reduced bounce rate through Contact Form integration.
- Optimized website interface and architecture, enhancing accessibility and user experience for students.

EDUCATION

University of Michigan

Ann Arbor, MI

Master of Science in Information

Specialization: Human-Computer

Interaction / User Experience Design

Degree anticipated May 2023

University of California, Santa Barbara

Santa Barbara, CA

Bachelor of Arts in Communication

Studies, Minor in Applied Psychology

Aug 2020

Certifications

Professional Google UX Design

2022, Google

Python Object-oriented Programming

2020, Georgia Tech

SKILLS & EXPERTISE

Persona Creation, Information Architecture, User Journey Mapping, User Story Mapping, Interaction Design, Visual Design, Prototyping, Usability Testing, Heuristic Evaluation

TOOLS + PROGRAMMING

Figma, Sketch, Miro

Adobe Suite: AI, PS, XD, ID, PR

Final Cut Pro

Programming Languages: Python, React, HTML/CSS, JavaScript (FAMILIAR)