

Mofan Tang

User Experience Designer

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Experience

Google x SCADpro **UX Designer/Researcher** Jun. 2021 – Aug. 2021

- Worked on concepts to help gig workers managing their money and improve their financial health.
- Develop market research and user research plans for gig workers (target users).
- Gathered requirements by conducting 35 in-depth user interviews in 3 weeks and summarize 4 personas by affinity map (more than 1500 sticky notes).
- Ideated and designed 3 new functions as a prototype based on the Google Pay mobile app.
- Made a usability testing plan for prototype.

HP x SCADpro **UX Designer/Graphic Designer** Jan. 2021 – Mar. 2021

- Designed and implemented 2 free webinar experiences that would help prepare young creatives for the workforce while highlighting 2D and 3D workflows on Z by HP products.
- Designed 2 webinar experience processes and background workflows.
- Designed visuals for the marketing of this webinar experiences and to be used on the ON24 platform and merchandising products.

Huawei **UX Design Intern** Sept. 2020 – Dec. 2020

- Worked on concepts to improve the user experience of the Huawei Cloud Roma Lab frontstage and backstage for customers and back-end staffs.
- Redesigned the homepage and service list of the Roma Lab that helps customers understand Roma Lab faster and reduce decision-making time when choosing services.
- Optimized the backstage approval operation experience of Roma Lab that helps back-end staffs reduce approval operation time. Significantly reduces the time spent on approvals in usability testing.

Education

Savannah College of Art and Design Sept, 2019 – Mar, 2022

M.A. in Interactive Design and Game Development

Xi'an Academy of Fine Arts Sept, 2013 – Jun, 2017

B.A. in Visual Communication Design

Skills

Surveys | User Interviews | Storyboarding | Competitive Analysis | Affinity Mapping | User Flows

Wireframing | Usability Testing | Prototyping | Data Visualization | User Interface Design

Tools

Figma | Sketch | Flinto | Principle | Adobe CC | Protopie