

PHOEBE HUANG

I'm passionate about user research and aim to provide meaningful solutions through design and communication.

Contact

917-660-1880

phoebe@phoebiology.com

linkedin.com/in/phoebe-cyhuang

Website

phoebiology.com

Skills

User testing

UI design

Prototyping

User research

Responsive design

Information architecture

Tools

Sketch

InVision

Photoshop

Premiere CC

Google Analytics

IBM Cognos

Figma

Language

English

Mandarin

Experience

Global Recruiter - iTutorGroup

Jul 2018-Feb 2019

- Recreated company new employee training manuals using UX design principles.
- Detailed applicant pain points to improve the interview portal, training materials, and interview process
- Interviewed applicants and determined potential skills and talents for future projects.
- Assigned qualified applicants to appropriate job positions.

Quality Assurance Specialist - TutorABC

Mar 2012- Feb 2016

- Communicated with stakeholders between various departments, provided user-centered solutions. Lowered customer complaint rate by 17%.
- Monitor ongoing sessions. Collect instant user experience data and session surveys. Reflect outcomes from surveys on future lesson designs and algorithms. Customer satisfaction improved by more than 75%.
- Worked with algorithm developers on improving the platform and related systems to increase user satisfaction and general ease of use.
- Produced company software onboarding materials for new service providers.
- Implemented KPI and task performance assessment system for new trainees.

Education

Masters of UX Design

Open Classrooms 2018-2021

Landing page redesign - Protect the Children Inc.

Improved site information architecture to use storytelling to capture user attention. The donation function was made easier to locate and the donation process more streamlined.

Analytics informed design - Google Merchandise Store

Improved the flow to Google's merchandise store through quantitative and qualitative data analysis. User pain points were identified at login, forms, information layout, and checkout. The website was redesigned.

User research - Coffee of Panera Bread

Conducted field research to understand user needs. Created user personas and journey maps to help the client identify potential products to introduce to targeted markets.

Bachelor of Business Auckland University of Technology 2008-2011