

# Matt Fang

Product Designer

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## Experience

### Samsara - Product Design Intern

Jun - Aug 2019 | San Francisco

Intern on the Fleet Workflow team. Completed 3 end-to-end projects on Documents & Messaging platform, including a mobile driver app which secured multiple enterprise clients with ACV's worth over \$1 million each.

### Warby Parker - Product Design Intern

Jun - Aug 2018 | New York City

Redesigned entirety of web account section through end-to-end design process, increasing average user retention rate in A/B testing [NDA]. Assisted in restructuring design-developer handoff system with Sketch/Zeplin. Created iconography for POS systems used in all WP retail stores nationwide.

### Sidebench - Product Designer (Contract)

Feb 2020 - present | Los Angeles

Primary UX designer on client mobile application, Curate. Designed complete IA and wireframing for onboarding, home page, profile, and power features. Assisted in 3 user research and usability testing sessions.

*Client renewed contract after satisfaction with first design phase.*

### Pearl - Product Design Intern

Sept - Dec 2019 | Los Angeles

Designed and tested a mobile app for young professionals to connect with companies that align with their interests and values. Revamped onboarding process, with a 40% increase in completion rate. Spearheaded job filtering feature for improved UX.

## Education

### University of California, Los Angeles

Spring 2020

B.S. Cognitive Science with coursework in UX Design

#### Sigma Eta Pi Entrepreneurship Fraternity

Director of Marketing and Design | Director of Media Relations

#### Phoenix & Powell (college design studio)

UX Researcher | Product Designer

## Skills

Problem-solving  
Communication  
Collaboration  
Rapid Prototyping  
High Fidelity Design  
Wireframing  
User Research  
Content Strategy

## Tools

### Design

Sketch  
Figma  
Adobe XD  
InVision  
Principle  
Zeplin  
Abstract  
Illustrator

### Data/dev

Mixpanel  
Amplitude  
HTML  
CSS  
Java (basic)  
C++ (basic)

## Awards

### Kleiner Perkins

Design Fellow Finalist (2019)

### Adobe Creative Jam

3rd Place nationwide  
Spr. 2019 (out of 50 teams)

## In my spare time...

I freelance (photo/film), skateboard, snowboard, slackline, play guitar, and drink yerba mate