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ANGEL MAI

Product Designer

EDUCATION

New York University

Tisch School of the Arts
August 2021 – May 2023

M.P.S. Interactive
Telecommunications Program

University of Southern California

Marshall School of Business
August 2016 – May 2019

B.S. Business Administration

Flatiron School

UX/UI Bootcamp
March 2020 – August 2020

SKILLS

Prototyping + UX/UI
Design Thinking
Visual Design
User Research
Usability Testing
Contextual Inquiry
Affinity Diagrams
Sketches
Personas
Design Systems

TOOLBOX

Figma
Adobe Suite
Unreal Engine
TouchDesigner
Unity3d
Cinema4d
HTML/CSS
JavaScript
SwiftUI
Mandarin

PROFESSIONAL EXPERIENCE

TuneHere, Product Designer

New York, NY • July 2022 – present

- Created a high-fidelity user experience for the TuneHere mobile jukebox application in 2 months, which includes leading wireframing activities and reiterations
- Performed testing and research on user journeys, develop storyboards and design systems, and deliver presentations to the UX team on design enhancements
- Worked with developer to define key features

Intuit, Product Design Intern

Plano, TX • May 2022 – August 2022

- In less than 3 months, lead the reinvention of first time use experience for ProConnect Tax Online (PTO) through ideation, prototyping and in depth user interviews
- Utilized data analytics, such as click through rates and A/B testing, to redesign PTO's welcome screen, which resulted in a 30% increase in user satisfaction
- Explored various Digital Assistant iterations that optimize users' ability and minimize time to locate relevant help and assistance

Pickups, User Experience Designer

New York, NY • July 2020 – January 2021

- Designed and prototyped the mobile app for Pickups using Figma from scratch that was ready to ship in late January
- Worked on UI development for mobile and delivered the final hi-fidelity prototype
- Performed multiple rounds of user testing and iterations to ensure a streamlined navigational flow for our users

KE'ALA, Content Strategist

Los Angeles, CA • October 2017 – June 2020

- Designed Ke'ala's e-commerce website and generated an increase of 2% in conversion rates by running multiple A/B tests, prototyping and analyzing potential UX improvements from the users' perspective
- Developed and managed online marketing and promotional strategies for Ke'ala in order to expand audiences and improve awareness, resulting in an increase of 30% in social media engagement