Stephanie Tang Waldrop

[Visual Designer]
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Blink UX

Visual Designer
Jun 2022 – Present

Client—Gas Utility Company

Led visual development of component library and design system owner for new marketing website and customer portal for an enterprise gas utility company. Provided detailed documentation and guidelines of component library and interfaced regularly with engineering partners to build out design specs for product launch and ensure design integrity. Worked with UX and Content teams to create modules and page template patterns for marketing website. Oversaw visual design for marketing website and customer portal product teams to ensure unity of experience.

Client—Amazon

Envisioning project to reimagine how customers discover books they love which included a visual identity refresh

University of Washington

Design Researcher + Teaching Assistant
Sept 2019 – Jun 2022

Role—Design Researcher

Defined visual direction for website. Led research interviews and synthesis.

Dec 2020 – Apr 2022 | Data Epics—a speculative design research project investigating new ways of how people interpret and understand the data of their home IoT devices. *Core77 Awards Runner Up in Speculative Design Category, 2023.*

Role—Teaching Assistant

Led and facilitated critique and feedback sessions. Graded coursework.

Apr 2022 – Jun 2022 | Visual Communication Design, *Human Centered Design & Engineering Dept*
Dec 2020 – Apr 2021 | Fundamentals of Typography, *Design Dept*
Sept 2019 – Dec 2019 | Color and Composition, *Design Dept*

IDEO

Studio Manager, Play Lab
Apr 2013 – Aug 2018

Project management and business operations for the Play Lab, a 12-person toy-invention design team and global toy brand clients. Part of the design team in week-long design thinking workshop to invent toy concepts for a commercial toy line that resulted in one licensed invention.

Education

Master of Design, *2022*
University of Washington
GPA 3.9 | *Merit Scholar Recipient*

Bachelor of Arts, Global Studies, *2007*
University of California, Santa Barbara

Toolkit

Adobe Creative Suite, Design Systems, Figma, Project Management, User Research, UX/UI, Visual Design, Webflow