

Juliann Thang

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Experience

UX Design & Research Intern, Esri

June 2022 - August 2022

- Evaluated over 40 usability tests by synthesizing qualitative data to investigate global E-commerce experience.
- Conducted a design audit on over 100 product pages for component consistency and established a template for future projects.
- Formulated wireframe designs and content structure for team website balancing stakeholder and user needs.

UX/UI Design Intern, Children and Screens

August 2021 - November 2021

- Developed high-fidelity prototypes and new information architecture to modernize website and increase user engagement.
- Collaborated closely with lead UX designer and interns to ensure unified designs across website.
- Provided feedback on design proposals and presented designs in weekly sprints.

UX Researcher, ConcernCenter

January 2021 - June 2021

- Investigated mobile platform for usability via mixed methods research, heuristic analysis, usability evaluation, and moderated remote interviews.
- Identified user pain points and provided design recommendations for improved user experience to project manager.
- Served as liaison between client, UX team, and participants for recruitment, administration, and communication.

Projects

DeadZone - Capstone Project

- Inspected digital wellbeing space by performing application feature audit on 42 apps; designed, distributed, and recruited 100 participants for online questionnaire, conducted and analyzed 7 online user interviews.
- Conceptualized and prototyped a novel, automated, location-based digital wellbeing application to reduce smartphone use based on research conducted.

Marketview Heights Association Website Redesign

- Designed a responsive website by creating low to high-fidelity prototypes.
- Coded the front end of the website to standardize structure and styling.
- Established color, typography, and new logo to transform agency's branding.

Skills

User Research	Heuristic Evaluation	User Experience Design
Usability Testing	Interviews, Surveys	Wireframing, Prototyping
Quantitative Research	Competitive Analysis	Information Architecture
Qualitative Research	Contextual Inquiry	Design Systems

Toolkit

Figma	UserTesting	Miro
AdobeXD	Dovetail	Lucidspark
Sketch	Qualtrics	HTML/CSS
Balsamiq	Microsoft Excel	

Education

MS Human-Computer Interaction,
Rochester Institute of Technology, 2023

BS Management Information Systems,
Rochester Institute of Technology, 2020