Ellen Huang

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WORK EXPERIENCE

PRODUCT DESIGNER MakeSpace | New York, NY **Jan 2020 - Present**

- Own the user experience of customer-facing products and internal tools within a fast-growing startup focused on disrupting the self-storage industry.
- Partner with Product Managers, Engineers, Designers, Content Strategists, Customer Support, Sales and Marketing leaders throughout the design process.
- Create wireframes, user interface mockups and prototypes across iOS, mobile web, desktop platforms.
- Influence product strategy, initiated 8 experiments to improve online conversion and mobile conversion, 3 were chosen for A/B testing.
- Advocate for users by leading user research on 10+ projects and 4 moderated user testing, talked to 30+ customers and presented insights in cross-functional meetings.
- Led design workshops and brainstorming sessions involving 15+ stakeholders from 5 departments.
- Coached 10+ MBA students on product research and customer interviews.
- Projects: Self-service appointment booking flow MVP and V2 in iOS **resulting in 48% increase in booking and 22% increase in conversion rate;** Booking flow improvement in responsive web **resulting in 69% increase in conversion rate;** Claim experience redesign **resulting in 31% decrease in support tickets.**

PRODUCT DESIGN MENTOR ADPList | Remote **May 2021 - Present**

- Mentored 30+ designers so far, providing career advice, interview technique and portfolio review.
- Participated in 25+ group mentor sessions on product and business, women leadership, etc.

PRINCIPAL PRODUCT DESIGNER El Design | New York, NY **Aug 2018 - Feb 2020**

- Partnered with co-founders (Alfred) on designing an enterprise growth marketing platform with a focus on real-time dashboard and data visualization.
- Collaborated with CEO and COO (Portcast) on designing a new Carrier analytics platform.
- Self-started a mental health app and a local grocery app.

PRODUCT DESIGN INTERN Braze | New York, NY **Jun 2019 - Aug 2019**

VISUAL DESIGNER Henning Larsen | Munich, Germany **Sep 2017 - Jul 2018**

EDUCATION

Master of Architecture (with New Media Certificate) **Aug 2015 - May 2019**
University of California, Berkeley | Berkeley, CA

SKILLS

Figma, Sketch, InVision, Principle, Adobe Illustrator, Photoshop, InDesign, XD, AutoCAD, Fusion 360, Rhino, SketchUp
Mixpanel, Looker, Fullstory, Smartlook, Zendesk, Usertesting.com
Jira, Clubhouse, Zeplin, Notion, Confluence, Trello, Slack, Airtable, HTML, CSS, JS