



# JIMMY TANG


## PROFILE

**Jimmy Tang** is a New York City-based Product Designer. He's passionate about discovering problems with thoughtful research and exploring concepts through a sensible process to arrive at beautiful and simple design solutions.

## CONTACT

 jimmydesign.co

 jimmydesignco@gmail.com

 (917) 326-1222

 linkedin.com/in/jimmynyc

## SKILLS

### UX

Personas, User Flows, Contextual Inquiry, Journey Maps, Competitive Analysis, Wireframes, Interactive Prototypes, Usability Testing

### Prototyping

Sketch, InVision, Axure, OmniGraffle, Lucidchart, Principle

### Design

Zeplin, Abstract, Photoshop, Illustrator, InDesign

### Web

HTML&CSS, JavaScript, JQuery, Bootstrap, LESS

## EXPERIENCE

### **UX Design Lead @ Dailymotion** 10/2016 - Present

Lead and architect the user experience design for an AdTech platform that generates Dailymotion's core revenue. Helped raise the CPM (Cost Per Thousand) on Dailymotion's inventory by 92%.

### **Product Designer @ Credibly** 08/2015 - 09/2016

Architected the overall user experience of Credibly's first-ever customer portal. Produced design templates and a pattern library for the white-label partner product. Contributed to the launch of the new partnership site.

### **Research Fellow @ Terreform One** 05/2015 - 08/2015

Experimented on the idea of an Internet-connected Spirulina cultivation system. Implemented a front-end framework and designed UIs for a functioning prototype.

### **Research Fellow @ The Metropolitan Museum of Art** 08/2014 - 12/2014

Researched various applications of the 3D printing technology. Experimented on a multi-sensory experience for museum visitors. Prototyped a low-fi, DIY molding and casting kit - Edible MET, turned artworks into food.

### **Web Designer @ Parsons School of Design** 08/2013 - 08/2014

Designed and managed multiple websites for the Fine Arts department.

### **Designer @ CJ Foods** 07/2011 - 08/2013

Designed, coded, and launched four company's websites within three months. Worked directly with the marketing and sales teams and designed new advertisements, packages, and retail graphics.

## EDUCATION

### **Parsons School of Design** 2013 - 2015

Master of Fine Arts, Design and Technology

### **New York University** 2012

Certificate, Web Development

### **New York City College of Technology** 2007 - 2011

Bachelor of Technology, Communication Design