

Matthew Fang

Systems-thinking Product Designer with skills in service design, UX Research, and CX.

mattfang.net
mfang714@uw.edu
201-328-6346
linkedin.com/in/mattfang714/

WORK EXPERIENCE

UX Designer | BNY Mellon

Aug 21–Sep 22

- Led cross-disciplinary teams in the visual design and user experience of an internal service tool for Investment Management, where part of it was awarded "2023 Most Innovative FinTech Software" by FinTech Breakthrough
- Created a comprehensive design system for the UX team, streamlining the product development process and improving efficiency
- Advocated for the prioritization of design-centered changes among product owners, software developers, and business analysts

HCI Teacher's Assistant | CMU HCII

Dec 20–May 21

- Guided students new to HCI through human-centered methodology and skills, ranging from user research, ideation workshops, storyboards, and prototyping
- Graded deliverables that evaluated quality of visual design, meaningful use of mockups, and ability to connect research to design decisions
- Created and delivered lecture on Conversational User Interfaces (CUIs) using VoiceFlow platform to educate on creating meaningful voice experiences

Product Designer | Basil Tech

May 20–Aug 20

- Led development of WYSIWIG editor, working closely with engineers, to streamline internal stakeholder processes
- Created website layouts and information architecture that effectively showcased product features
- Conducted heuristic evaluations to design and refine micro-interactions

SELECTED PROJECTS

Service Design Lead | emberace

Sep 22–Dec 22

An altruistic care-kit packing intervention for UW first-years designed to raise awareness about the health and community effects of Seattle wildfire season

- Developed a service-blueprint diagram to define the final user experience among student, UW staff, and other relevant stakeholders
- Identified strategic gaps and opportunities within holistic system through discovery sessions and iterative prototyping
- Aligned team on core set of system-design principles to ensure desired outcomes would benefit multiple stakeholders

Product Lead | NOMA (CMU Capstone)

Jan 21–May 21

A React.js mobile-application to help dermatologists stage melanoma according to the latest medical guidelines

- Lead end-to-end research, design, and implementation roadmap across interdisciplinary team to deliver mobile app for dermatologists to stage melanoma
- Championed stakeholder input throughout process through stakeholder mapping workshops, co-design sessions, and iterative usability testing sessions
- Translated Figma prototypes into React.js code and wrote technical documentation for handoff to clients
- Voted top capstone project out of 10 project BHCI project teams

EDUCATION

Masters, Human-Computer Interaction + Design

University of Washington | Aug 23

Bachelors, Double Major in Information Systems + HCI

Carnegie Mellon University | May 21

RELEVANT SKILLS

Design

Information Architecture
Customer-Journey Mapping
Stakeholder Mapping Workshops
Crazy 8's / Ideation Workshops
Responsive-mobile design
Digital Wireframing
Systems-design methodologies

Research

Wizard-of-Oz
Contextual Inquiry
Rapid Concept Evals
Cultural Probes
Bodystorming
Semi-Structured Interviews
Video Prototyping

HONORS

Abstract Published

NOMA: A Novel Decision Support Tool Targeting Cognitive Bias in Melanoma Management (2021)

Medical clients published design project as abstract into 2021 American Society for Dermatologic Surgery (ASDS)

TEACHING EXPERIENCE

Teacher's Assistant | CMU

Interaction Design Overview | Aug 20–Dec 20

Delivered conversation UI lecture to undergrad students learning design thinking

Mobile Web Design + Development | Aug 20–Dec 20

Mentored three groups of undergrad students doing real-world industry projects

HCI for Product Managers | Mar 20–May 20

Provided weekly Office hours for MBA Tepper students new to HCI methodology