



# MAGGIE SHANG

UX/UI Designer | Illustrator

My background in illustration pushes me to seek and create impactful, emotionally driven stories in every user experience I design. With these skills, I tackle problem-solving head on as a collaborative team member with the flexibility to match any paced environment.

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## 🔧 SKILLS

**Design:** Prototyping, Information Architecture, User Flows, Usability Testing, User Interviews, Research Synthesis, Journey Mapping, Affinity Mapping, Wireframes, Card Sorting, Agile

**Software:** Figma, Adobe XD, Sketch, Miro, Maze, Optimal Workshop, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Procreate, Microsoft Office, Asana

## 📁 EXPERIENCE

**General Assembly User Experience Design Immersive**, Remote, Sep 2022- Dec 2022

Completed 350+ hours on intensive, remote training of ux/ui principles and methods with an emphasis on synthesizing research, ui design and rapid iteration.

- **Green Thumb Gardens** (solo project): designed a website for a small family owned e-commerce plant nursery, they had plenty of traffic but few completed purchases. specifically focused on information architecture, conducted a competitive & comparative analysis, a card sort with 5+ participants and 2 usability tests.

- **Etsy:** Collaborated with 4 fellow cohorts to create a feature that promotes clear effective communication between the etsy buyer and seller when discussing custom requests. I synthesized user interviews and created affinity maps with cohorts, and created 2 separate personas. i also created a sitemap to assist with our understanding of etsy's information architecture, and helped produce the final high-fidelity prototype.

**Graphic Apparel Artist**, Planet Cotton LGP Promotions, Gaithersburg, MD, Feb 2021-Aug 2022

- Developed 100's of catalog mockups and collaborated with clients like the dc national cherry blossom festival, hudson news, and the library of congress to create dynamic, fresh apparel merchandise.
- Separated colors for print production with adobe photoshop channels and adobe illustrator
- Communicated directly with head of production to efficiently adjust and improve screen printing products in real time
- Operated under tight deadlines and fast turnarounds to create custom apparel designs for local clients

**Illustration Assistant**, Ola Betiku, Remote, Aug 2019-Jan 2021

- Established environment art for an animated short about the clients cultural story, and an rnb music video
- Illustrated character sketches, turn arounds, expression pages, and sample pages for children book authors
- Maintained project schedules and kept everyone on track throughout project process
- Regular feedback and critique session to understand what areas we needed to reinforce

## 📁 EDUCATION

- **General Assembly**, Sep-Dec 2022
  - UX Design certificate

- **Ringling College of Art and Design**, Aug 2015-May 2019
  - Illustration BFA