

NICK SNG

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EDUCATION

Wesleyan University, Middletown, CT
Bachelor of Arts, Psychology

Sep 2019 – May 2023

Overall GPA: 3.87/4.00 **Scholarship:** Freeman Asian Scholar

EXPERIENCE

WesMarketplace

Founder, Product Designer, Front-end developer

Sep 2022 – Present

- Led the end-to-end design process, utilizing wireframes and prototypes to inform 0 to 1 development of an online college marketplace; achieved user engagement with nearly 500 users, 400+ listings, and 80+ successful transactions within 6 weeks of launch.
- Designed and implemented a social media sharing feature, incorporating timely user prompts and delightful animation. This strategic approach significantly enhanced platform discoverability, driving 40% of total user acquisition.
- Conducted user research through user interviews to identify key pain points around buying/selling items on campus; utilized personas and journey mapping to inform design decisions.
- Collaborated with back-end developer to launch a mobile and web-responsive marketplace integrated with 3rd party APIs.
- Teamed up with Product Marketing Manager to strategize beta testing and user onboarding, resulting in over 200 user sign-ups within first week of launch.

Taste Like

Product Designer

Sep 2022 – April 2023

- Conducted comprehensive user research through surveys and interviews for a new alternative protein directory, translating gathered data into actionable design criteria using affinity diagrams.
- Led the design and development of a discussion board interface, balancing tradeoffs between aesthetics, functional requirements, and technical constraints.
- Synthesized research insights to develop user personas, user flows, and wireframes, ultimately informing key design decisions and value proposition for the directory.
- Partnered closely with co-founder to develop a branding and style guide that aligned with the company's core values and mission; ensured compliance with WCAG 2.1 AA standards for web accessibility.

Y Suites

Product Design Intern

May 2022 – Sep 2022

- Rapidly prototyped a complex, multi-faceted student accommodation super-app, prioritizing user-centric design and intuitive navigation to enhance information discoverability and ease of use across features such as social feed and payment gateways.
- Designed a web-based admin CMS for the mobile app with an emphasis on user-centered design, enabling easy navigation and efficient task flows for administrators.
- Developed and maintained a design system, employing reusable components and patterns to ensure UI consistency across mobile and web platforms while accelerating the design-to-development process.
- Iteratively refined the mobile app prototype by leveraging insights gathered from usability testing sessions with students, focusing on optimizing user flows and interface elements.

SKILLS

Software and programming: Figma, Adobe Creative Suite, HTML, CSS, JavaScript, Python, SQL

UX: Interaction Design, UI Design, User Interviews, Personas, Wireframing, Rapid Prototyping, Design Systems, Information Architecture, Accessibility, Responsiveness, Usability Testing, Product Thinking, Competitor Analysis