

# NICK SNG

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## EXPERIENCE

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### WesMarketplace

Founder, Product Designer, Front-end developer

Sep 2022 – Present

- Led the end-to-end design process, utilizing digital wireframes and prototypes to inform 0 to 1 development of an online college marketplace; achieved user engagement with close to 500 users, 400+ listings, and 80+ successful transactions within 6 weeks of launch.
- Utilized Google Analytics' web traffic data to design and implement a social media sharing feature, strategically enhancing platform discoverability and driving a 40% increase in total user acquisition.
- Conducted qualitative user research, including user interviews, to identify key pain points in buying/selling items; research informed design decisions through detailed personas and journey mapping
- Collaborated with back-end developer to define and standardize the API specifications, ensuring consistent and efficient data exchange between front-end and back-end systems.
- Teamed up with Product Marketing Manager to strategize and execute 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

- Executed in-depth user research for a new alternative protein directory using surveys and interviews, and synthesized collected data into actionable design goals through affinity diagrams.
- Led the design and development of a discussion board interface, balancing tradeoffs between aesthetics, functional requirements, and technical constraints.
- Utilized 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

- Developed a production-ready mobile app prototype in Figma for a multi-faceted student accommodation super-app; prioritized user-centric design to enhance information discoverability and ease of use across features such as social feed, support ticketing and payment.
- Designed and maintained a comprehensive design system aligned with brand guidelines; utilized reusable components and patterns to achieve UI consistency across mobile and web platforms, streamlining the design-to-development workflow.
- Iteratively refined the mobile app prototype by leveraging insights gathered from usability testing sessions with students, focusing on optimizing user flows and interface elements.

## EDUCATION

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Wesleyan University, Middletown, CT

Sep 2019 – May 2023

Bachelor of Arts, Psychology

Overall GPA: 3.87/4.00 Scholarship: Freeman Asian Scholar

## SKILLS

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

**UX:** Interaction Design, UI Design, User Research, Personas, Wireframing, Prototyping, User Flows, Journey Mapping, Design Systems, Information Architecture, Accessibility, Responsiveness, Usability Testing, Product Thinking, Competitor Analysis