

Thomas C. Vang

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I've always been a big advocate for creating exciting and meaningful experiences for others— whether it be through competitive show choir, videography, or designing cute fan-websites for my favorite bands, in hopes that they'd see it. Through my love for The Legend of Zelda, I've also learned to embrace ambiguity in creative thinking and creative problem solving in my UX design work!

SKILLS

- Figma / Adobe Creative Suite
- User Interface Design
- User Experience Research
- Usability Testing
- Web Content Accessibility
- Content Audit & Writing
- HTML5 and CSS Certification
- Stakeholder Management
- User Journey Mapping
- Design Systems & Style Guides
- Interactive Prototyping
- Marketing Strategy

EXPERIENCE

Product Specialist | Apple

November 2023 - Present

- Uncover and understand users' needs, providing tailored hardware and software solutions and recommendations
- Conducted sales and business processes by advising, demonstrating, and marketing Apple products while ensuring customers are proficient in using their new purchases
- Kept up-to-date and informed about the latest product functions, updates, and company initiatives to provide accurate information during user consultations
- Participated in provided training programs, enhancing product knowledge, product techniques, and user research skills for optimal performance

Product Design, Team Lead | OurDate

April 2023 - July 2023

- Collaborated with Marketing, Design, and Engineering teams to research, design, and successfully launch a new dating app into the iOS App Store
- Created internal onboarding graphics and guidelines for new, upcoming designers and researchers
- Developed digital marketing strategies with the marketing team to improve app visibility and brand awareness
- Maintained brand consistency by working with Engineering teams throughout the programming of the app
- Built design guidelines, style guides, and templates to ensure consistent app and web design
- Conducted user research and testing to gather feedback and insights on app and website usability

Freelance UX/UI Designer | thomascvang.com

August 2022 - Present

- Provided consultations for software developers and engineers on the accessibility, design, and development of products and website applications
- Conducted qualitative/quantitative research using methods such as user interviews, usability testing, and surveys to understand needs and motivations of target audience groups
- Developed user flows and journey maps to identify improvements in the product experience and help clients understand user interactions within their product
- Designed wireframes, design systems, and interactive prototypes to help clients visualize product experiences
- Produced desktop and mobile app designs for various clients such as non-profit organizations and startups
- Managed scopes of work including budget alignment, delegation of tasks, and accomplishment of deadlines across design and engineering teams

Client Highlights

- A Traveled Path Homes (SaaS Website Design)
- The Dragonfly-e Initiative (Content Audit and Website Redesign)
- JP4 Foundation (Multi-Touchpoint Strategy)
- Chuuzer Mobile App (App Redesign)
- Minnesota Women's Press (Website Evaluation and Report)
- Internship on Demand (B2B Website Design)

Web Design & Development Lead | Asian Media Access

July 2022 - September 2022

- Facilitated the design, coding, and creation of websites to be user-friendly and in accordance with clients' business goals
- Coordinated with stakeholders and clients for constant and consistent feedback
- **Client Highlight:** Hmong Minnesota Senior Center— in need of a digital webpage with which to attract customers and provide existing clients with an easy, accessible digital tool for client connections.
- **Methods & Tools:** HTML5, Cascading Style Sheets (CSS), User Experience, Wordpress, Secondary Research

EDUCATION & CERTIFICATIONS

User Experience Design Certification — UX Design and Research **2022**
Prime Digital Academy | Minneapolis, MN

HTML5.0X: HTML5 and CSS Certification — Web Design & Development **2022**
edX Web Development Program | Minneapolis, MN

Design Accessibility Certification — Accessibility Fundamentals - Disabilities, Guidelines, and Laws **2022**
Deque University

COMMUNITY INVOLVEMENT

User Experience Professionals Association of Minnesota (UXPA-MN) *August 2022 - Present*
UXPA-MN Member | Minneapolis, MN

Southwest Hmong Missouri Association *June 2012 - August 2017*
Community Club Leader, Designer | Granby, MO