

# FERGIE LEUNG

## EXPERIENCE

Product Designer | ByeDesign

Greater Philadelphia Area | 7/17 – Current

Product Designer | Proscape Technologies

Greater Philadelphia Area | 1/17 – 6/17

Innovation Early-stage product research, design, and conceptualization on future products

Design Experience models, JTBD stories, Task flow, Wireframes

UX Design Intern | Dell Inc.

Berwyn, PA | 9/16 – 12/16

Research In-lab and remote usability test guideline on new product feature

UX View-only users cloud-management interface redesign

Prototype Task flow improvement on database connection interfaces

UX Design & Research Intern | LRNG

Redwood city, CA | 5/16 – 8/16

Research Qualitative and quantitative research to gauge user needs and product opportunities

IA & Prototype Information architecture, wireframe, and user testing on LRNG platform design in agile environment

UX Research & Design Intern | Bosch

Shanghai, China | 2/15 – 8/15

Innovation Early-stage research, design, and conceptualization in Chinese Escooter Market

## CONTACTS

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## PROJECTS & CLIENTS

Wireless Service & Mobile App Design

Sales-Enablement Solution Design

Bosch eScooter Service Design

## EDUCATION

Bryn Mawr College | Bryn Mawr, PA 2012-2016

B.A. in Mathematics & (Cognitive) Psychology

The Wharton School | Philadelphia, PA 2016

Visiting program in Digital Marketing

Stanford University | Stanford, CA 2014

Summer program in Statistics and Psychology

## EXPERTISE

Design Sketch 3, Atomic.io, Invision, Principle, Photoshop, POP, Balsamiq, Axure, Keynote, iMovie, Final cut pro

Research Field Observation, Contextual Inquiry

Usability Testing, Quantitative Analysis, Experiment Design

Code HTML, CSS, Javascript (basic)