

STELLA DING

Portfolio
bystellading.com

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EDUCATION

University of Washington-Seattle

Interaction Design
Graduation in June 2018
GPA 3.6

DESIGN EXPERIENCE

Product Designer

Joy, Seattle
April 2016- August 2016

Joy is part of the Y Combinator Summer 2016 Batch. I owned 20+ projects to improve the overall experience of the product. During my time in YC, Joy's acquisition grows 3000%, and the retention grows by 47.8%.

Design processes include conducting user research to determine problem statements, sketching, storyboarding, creating wireframes, mockups and motion design in order for the finalization of the experience.

President

Pixel Husky, Seattle
December 2015 - Present

Pixel Husky is the first design club on campus dedicated to build a community for designers, non-designers who are interested in design and prospective designers.

I acquired 10+ sponsors, 15+ mentors and raised \$3000+ for our event "The Pixel Project". The event received 260+ RSVPs.

I manage and advise a team of 7 officers; organize 4-5 events a quarter; oversaw and executed all event-related activities including networking, event planning, marketing, fundraising, design etc.

MARKETING EXPERIENCE

Marketing Communication Coordinator

ASUW Experimental College, Seattle
October 2016 - Present

Manage CERC website content using Word-press and some front end web development.

Produce promotional materials both on web and in print for all CERC advertising activities.

Help prepare for the CERC Annual Research Conference.

Marketing Coordinator

ASUW Experimental College, Seattle
June 2015 - June 2016

Develop and make budgets for promotional campaigns by analyzing metrics and campus & community outreach; Successfully increased registration by more than 40% for 2016 Winter Quarter comparing to last year given the same amount of classes.

Serve as resources for instructors and assist them in creating personal promotional campaigns for their courses; Created a new marketing guide and developed guidelines make better decisions about their classes.

RESEARCH EXPERIENCE

Research Assistant

HCDE Department, Seattle
December 2014 - June 2015

[Research 1: Effects of different types of incentives on diversity and performance of the incentive receivers](#)

Redesigned and modified survey to fit the new research goal; ran usability tests on pilots before launch to modify the survey.

Analyzed responses both quantitatively and qualitatively using Excel to discover new research questions and to pinpoint possible design problems in the survey.

[Research 2: Misinformation at crisis events](#)

Published the paper "Keeping Up with the Tweet-dashians: The Impact of 'Official' Accounts on Online Rumoring" as a second author; the paper got in the 2016 CSCW Conference, and was selected as an honorable mention paper, a selective honor awarded to 5% of submitted papers.

SKILLS

Rapid prototyping
User research
Front end development
Event Planning
Project management
Marketing
Recruiting

TOOLS

Sketch Proficient
Illustrator Proficient
InDesign Intermediate
Principle Intermediate
Photoshop Intermediate
AfterEffects Intermediate
HTML Proficient
CSS Intermediate

ACTIVITIES

UW Hyperloop Graphic Designer
ABSA Event Coordinator
CSA Public Relations Officer
FIUTS Marketing Committee
IXDA UW Member
UXPA UW Member
AIGA Seattle Member