

# Vera Huang

UI/UX DESIGNER

<https://verahuang.design>

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## SUMMARY

As a self-motivated and detail-oriented UI/UX designer with over 5 years of experience across diverse industries, including healthcare, data solutions, and fintech, I excel in crafting user-centered designs that seamlessly align with both user and business needs. My objective is to leverage the power of design to solve problems in an innovative manner.

## Education

### Designation

Sep 2018 - Mar 2019

Bootcamp for UI/UX Design

### University of Illinois at Urbana-Champaign

Sep 2012 - Sep 2014

Masters of Science in Food Science and Human Nutrition

### National Kaohsiung Normal University

Sep 2007 - Jun 2011

Bachelor of Science in Biotechnology

## SKILLS

Responsive web design  
HTML/CSS  
App design  
User research  
Competitive analysis  
Wireframing  
Prototyping  
Microinteraction  
Branding  
Design system  
Project management

## TOOLS

Figma  
Sketch  
Zeplin  
Photoshop  
Illustrator  
After Effect  
Jira  
Google Analytics  
Hotjar

## WORK EXPERIENCE

### VH Design (Freelance)

#### UI/UX Designer

Feb 2021 - Present

I collaborate with clients to craft user-centered products. Key projects include:

**NuTrak (ongoing)** - Redefined brand position, updated the app post hoc for better user experience, and created a marketing website for business launch.

**Rush University Medical Center (past)** - Designed and developed educational websites aiding elderly and healthcare providers in LDCT lung cancer screening eligibility assessment.

### ThinkMarkets

#### Senior UI/UX Designer

Jun 2022 - Apr 2024

As a senior UI/UX designer, I led research initiatives and transformed insights into intuitive user experiences with deliberate design choices. In addition to the objective establishment and project management, I mentored junior designers to foster their professional growth.

#### UI/UX Designer

May 2021 - May 2022

I utilized surveys, Google Analytics, and Hotjar to identify users' pain points, and collaborated with stakeholders and the design team to conceptualize, define, and develop user-centered products. This approach ensured alignment with business requirements and ultimately resulted in a significant increase in client conversion rates.

### Wavicle Data Solutions

#### Design Specialist

Dec 2019 - May 2021

I consulted clients and designed B2B platforms for fast-food franchises and medical device companies, tailoring solutions to meet business needs and goals. Additionally, I contributed to in-house product design and played a key role in rebranding initiatives, including website redesign and marketing material design.

### Designation

#### UI Designer

Sep 2018 - Mar 2019

I researched, synthesized, and designed user-centered interfaces for Android and iOS, as well as responsive marketing websites. I collaborated closely with UX teams, Creative Directors, Design Coaching Fellows, stakeholders, and target users throughout the entire process.

### Rush University Medical Center

#### Assistant Communications Coordinator

Feb 2017 - Jan 2018

I played a key role in stakeholder engagement, program promotion, fundraising, and participant recruitment. Additionally, I enhanced program exposure by creating promotional materials, drafting press releases, and redesigning the website.

#### Research Assistant

Aug 2016 - Feb 2017

I conducted population studies, collecting qualitative and quantitative data through interviews with 100+ participants. Analyzed data, produced manuscripts and reports, and presented findings to Principal Investigator (PI) and research committees.