Elena Tang
Digital Product | Experience Designer

I am a research-driven, problem-solving experience designer with a background in e-commerce & startups, combining expertise in both research & visual design.

📍 Based in Los Angeles, open to relocation

www.elenatang.com
✉ elenatangdesign@gmail.com
☎ 626-840-4363

_Experience

Digital Experience & Product Designer

Yamibuy | Jun 2023 - Present, Brea, CA

- Designed user interface, email templates, and banners with a focus on user-centered principles, resulting in a 180% improvement in user engagement and a 200% increase in email open rates.
- Collaborated effectively with marketing and product teams, translating business objectives into visually compelling designs that aligned with company goals and strategy.
- Managed diverse visual design tasks, maintaining brand consistency across digital platforms. Proficient in Adobe Creative Suite, Figma, and HTML/CSS for seamless collaboration with web development teams.

Product & Visual Designer

Neumascape Studio | Sep 2021 - Present, Los Angeles, CA

- Collaborated and supported product, design, and engineering teams in research, concept, prototype, and development phases.
- Led provided branding, product & graphics design solutions, including prototypes, web design, and brand design guidelines for the brand LifeLoq, a safety remote control system. Worked effectively with web engineers and data scientists to successfully launch the design.

UI/UX | Web Designer

Art Center College of Design | May 2021 - Aug 2021, Pasadena, CA

- Designed a new digital user experience with knowledge and skills of human-centered design, research, and user interviews.
- Contributed to the redesign of ArtCenter Library's digital archive website, enhancing its accessibility and incorporating inclusive technology solutions for online archives and special collections.

Sponsored User Experience Designer

Salesforce | Jan 2021 - May 2021, Pasadena, CA

- Worked with Salesforce creative design team and key stakeholders to deliver an innovative and immersive experience for Dreamforce.
- Helped Dreamforce transform into a hybrid tech conference that provided customized exploration, collective innovation, and relaxed networking opportunities for professionals, executives, and trailblazers through a deep understanding of key pain points, customer needs and company's strategic goals.

Teaching Assistant

Art Center College of Design | May 2020 - Aug 2020, Pasadena, CA

- Provided peer coaching to students, helped them understand how universal materials participate in manufacturing production.

_Education

University of Southern California

Sep 2022 - Anticipated in May 2025 | LA, CA
GPA 3.92/4

M.S, Intergrated Design, Business, & Technology

Art Center College of Design

Sep 2017 - Apr 2022 | Pasadena, CA

B.S, Product Design | Minor in Social Innovation

_Recognition

2021 Denhart Sustainable Prize
2020 Art Center Scholarship
2018 Art Center Provost List (GPA 3.85)
2018-2020 Art Center Williamson Gallery

Packaging Konki	3D Printing Helmet
Anubis Clay Model	Stapler Design
Ceramics Cup Set	

_Core Strengths

Softwares

Figma	Keyshot
Adobe Photoshop	Canva
Adobe Illustrator	Jira
Adobe After Effects	HTML/CSS
Adobe InDesign	Adobe Premiere Pro

User Research

User Interview	Storyboard
User Stories	Business Model
User Journey	Usability Testing

Visual Design

Interface Design	Illustration
Web Design	Sketching
Icon Design	Branding
Packaging Design	Typography

_Interests

🎮Video Gaming, 📷Photography, 🏇Ridding