

Nani Tang

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Education

The University of Texas

GPA: 3.89/4.00

B.S. Informatics 2025 (UX/UI Design Track) | Design Strategies

Relevant Courses: UX Research, User Experience and User Interface Design, Product Management, Digital Accessibility, Design Thinking, Graphic Design, Research Methods, Ethical Foundations

Projects

Fidelity Investments | Design Researcher and Product Designer

Aug 2023 – Dec 2023

- Conducted in-depth 14 contextual interviews and synthesized 1000+ utterances that changed how we consider the product format and delivery
- Increased timeline efficiency through multi-disciplinary collaboration and client feedback
- Reduced student overload by advocating for a physical product that addressed email fatigue and provided clear, personalized guidance on student loans, despite pressure from client preference for AI chatbot
- Increased team morale, boosting productivity, by facilitating team-building workshop that leveraged individual strengths and goals
- Increased research quality and efficiency by directing end-to-end research, including recruitment, data analysis, and testing, to guide product iterations

Booking.com (Mock Project) | Lead UX Researcher

Aug 2023 – Dec 2023

- Increased research quality and efficiency by guiding members through each deliverable and setting deadlines
- Increased effective communication and feedback iterations by serving as a liaison between the team and client
- Established means to increase the conversion rate for young adults by delivering 4 actionable insights and site recommendations for the client

Programs

The iSchool Inclusion Institute | i3 Scholar, Project Manager, First Author

Jun 2023 – Present

- Selected 1 of 25 students (12% acceptance rate) nationwide for research and leadership development program
- Lead team of 4 on 20-month-long independent research analyzing character design, gender representation, and community perceptions on video games
- Provided considerations to future researchers, game developers, & designers by analyzing participants' perceptions of characters
- *Paper: Tang, N., Moon, E., Garrido J., Ramirez, D. Gardner, D.: From Pixels to Perspectives: Exploring Perceptions of Representation in Character Design. iConference 2024 (in review).*

IBM | Design Track Participant

Jun 2023 – Aug 2023

- Selected as 1 in 12 design participants nationwide (acceptance rate 7.4%) for IBM's 8-week development program for high-achieving diverse talent based on leadership and academic success
- Increased knowledge of business in design through weekly workshops facilitated by IBM professionals

Leadership & Volunteering

The UX Design Club | Design Officer, Senior Design Lead

Aug 2023 – Present

- Enhanced club branding and authenticity by designing diverse formats such as infographics, panel slides, and flyers using Canva

Student Engineers Educating Kids (SEEK) | Mentor and Program Officer

Aug 2022 – Present

- Facilitates 10 STEM topics to 1-3 elementary-middle school mentees and guides hands-on physical projects integrating arts, engineering, and design
- Increases efficiency in 1-hour weekly sessions by leading group of 31 mentors at Cedars Academy, organizing the logistics, and projects materials

Skills

Design: Persona Creation, Physical & Digital Prototyping, Storyboarding, Wireframing

Research Methods: A/B Testing, Card Sorting, Literature Review, Participatory Design, Surveys, Usability Testing, User Interviews/Contextual Inquiries

Research Analysis: Affinity Diagramming, Heuristic Evaluation, Journey Mapping, Market Research, Quantitative & Qualitative Analysis, Research Protocol Creation, Screener Creation, Web Content Accessibility Guidelines

Power: Client Presentations/Relations, Project Management, Storytelling, Communication, Feedback

Tools: Adobe Illustrator/Photoshop, Canva, CSS, Excel, Figma, Google Suite, HTML, PowerPoint, Word

Languages: English (Native), Vietnamese (Proficient)

Certifications

[IBM Accelerate Design 2023 Intermediate Badge](#)

CPR, BLS, EMT Certified