

Nani Tang

nanitang@utexas.edu | [linkedin.com/in/nanitang/](https://www.linkedin.com/in/nanitang/) | portfolio: nanitang.com

EDUCATION

The University of Texas at Austin

Major:

Bachelor of Science in Informatics

Focus:

User Experience and User Interaction Design

Minor/Certificate:

Design Strategies

Relevant Coursework:

UX Research, User Experience and User Interface Design, Design Thinking, Digital Accessibility, Graphic Design, Ethical Foundations, Product Management, Programming and Computation

GPA: 3.89/4.00

Study Abroad Program |

Tokyo, Japan

Texas Global | 05/2023

Technology and Innovation

SKILLS

Research Methods:

Research Plan/Consent, Screeners/Recruitment, Semi-structured Interviews, Surveys, Usability Testing, Contextual Inquiry, Participatory Design

Research Analysis:

WCAG Evaluation, Heuristic Evaluation, Affinity Diagramming, Journey Mapping, Competitive Analysis, T-Tests, Qualitative Coding

Software Tools:

Figma, Canva, Adobe Illustrator, Excel, PowerPoint, Word Certified, HTML/CSS

Languages:

English (Native), Vietnamese (Proficient)

CERTIFICATIONS

- CPACC | *Current*
- IBM Accelerate Design 2023 Intermediate Badge
- CPR, BLS, EMT Certified

DESIGN RESEARCHER

Dedicated UX/Informatics student with exceptional communication and multidisciplinary collaboration skills. Self-driven and curious to understand behaviors, attitudes, and needs of people to create meaningful experiences, products, and services through research. Upholds high expectations through high quality research and holistic inclusion of user needs.

RELEVANT PROJECTS

Studio Partnership: Fidelity Investments | Austin, TX

Design Researcher and Product Designer | 08/2023 – 12/2023

- Collaborated with cross-functional team of 6 to understand student debtors' behaviors and emotions
- Conducted in-depth 14 contextual interviews and synthesized 1000+ quotes to inform product development
- Built empathy with clients through immersive storytelling and delivered 8 presentations providing valuable consumer insights for Fidelity's Design Team
- Illustrated through prototypes to demonstrate a potential pathway to achieving the functional and emotional value that design ideas deliver while meeting client needs
- Led research initiatives by developing the research plan and leading recruitment, data collection, analysis, and concept testing

User Research Course Project (Booking.com) | Austin, TX

Lead UX Researcher | 08/2023 - 12/2023

- Led team of 4 on end-to-end UX Research process including primary/secondary research, research plan and screener, survey, interview guide, and facilitating contextual inquiry and moderated usability testing
- Synthesized and delivered recommendations for the client (professor's scenario: Booking.com) to achieve goal of increasing the conversion rate of young adults

WORK EXPERIENCE

The iSchool Inclusion Institute (i3) | Austin, TX

i3 Scholar, Project Manager, First Author | 06/2023- Current

- Chosen 1 of 25 students (12% acceptance rate) nationwide for research and leadership development program
- Engaged in 176+ hours of hands-on information sciences, computational thinking, & research design workshops
- Leads team of 4 on a 20-month-long independent project spanning multiple time zones, analyzing character design, gender representation, and community perceptions on video games via survey
- Led as first author or primary content writer to successfully submit full-paper for iConference

IBM Accelerate Program | Virtual Program

Design Track Participant | 06/2023 - 08/2023

- Accepted into an 8-week national program with a competitive rate of 7.4% focused on UX Design and Research
- Participated in weekly workshops facilitated by IBM design coaches or industry professionals
- Collaborated with 12 other accelerate participants to solve UX challenges via Mural

VOLUNTEERING & EXTRACURRICULARS

UX Design Club | Austin, TX

Design Lead | 08/2023 - Current

- Create engaging and visually appealing social media content via Canva and Figma such as infographics, posts, panel slides, and club branding weekly

iSchool Undergraduate Student Council | Austin, TX

Director of Alumni Relations | 01/2023 – 05/2024

- Set goals and vision for 200+ students as the first inaugural and reelected Director of the undergrad council
- Organized and manage alumni workshops, guest speakers, and partnerships with alumni

Student Engineers Educating Kids (SEEK) | Austin, TX

Mentor, Program Officer | 08/2022 - Current

- Taught 10 STEM topics to 1-3 elementary-middle school mentees and guided hands-on physical projects integrating arts, engineering, and design that encourage creative thinking and problem-solving
- Provided guidance related to academics, STEM career interests, and personal life to mentee
- Leads group of 31 mentors at Cedars school and organizes the logistics and design for ChemE project

Pledge to Distance (Community Campaign) | Houston, TX | @pledgetodistance on Instagram

Creative Artist | 04/2020 - 03/2022

- Produced personalized artwork 5+ hours a week to create unique portraits and names in the shape of a mask to remind pledgers of their promise to social distance
- Grew from a team of 5 to 17 within a year and gained 3400+ pledges worldwide
- Featured on news channels such as NBC and FOX 26