

# Melinda Kuei

INTERACTION DESIGNER

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## SUMMARY OF QUALIFICATIONS

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Interaction designer with a deep empathy for the user, which helps in creating insightful solutions that touch upon the basic human need for a connection. Motivated self-starter that helped the startup Workplace Arcade make significant strides in mere months. A believer in life-long learning and becoming multidisciplinary.

## EXPERIENCE

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### Gerontechnology Research Center

*Design Intern Research Assistant* | 05.17 - Present

A research center that specializes in IoT+Robotics solutions for elderly care.

- Designed graphics for a Hong Kong exhibition
- Created 3d models with Cinema 4d and printed a 3d model
- Re-designed the product pages on the company website to better present product features and specs.

### Workplace Arcade

*Product Design Manager Intern* | 06.16 - 10.16

Sole designer tasked with increasing user engagement and manageability for the sales directors for both web and mobile environments.

- Designed wireframes and flows for new elements in the app that engaged users and helped increase same store sales by an avg of 37%.
- Co-designed with the CEO to streamline the incentive system to make gameplay more intuitive and redesigned the pertinent screens.
- Crafted several variations of the management dashboard based on interviews with our client's managers and tested them inhouse with other 500 startup batchies.
- Designed daily in-app events to engage users and saw twice as many daily active users.
- Surveyed key clients' supervisors using our app to get feedback to understand pain points and figure out how to improve the experience.

### Isobar

*UX Intern* | 06.14 - 08.14

A digital marketing agency under Dentsu Aegis network.

- Conducted re-branding research for Adidas to propose a marketing campaign.
- Helped Centrum redesign and code an educational website and facilitated a user testing session with an eyeball tracker and mouse tracker.

## SKILLS

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Sketching/Personas  
Ideation  
Storyboarding  
Wireframing  
Digital+Paper Prototyping  
Video production  
Motion graphics  
Usability testing  
User flows  
Interviews/Surveys  
Personas

## TOOLS

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Illustrator  
Photoshop  
Premiere Pro  
InDesign  
AfterEffects  
HTML  
CSS  
Javascript  
Python