





Jasmine Lang

Product/UX Designer

 langxjasmine@gmail.com

 [jlangdesign.github.io](https://github.com/jlangdesign)

 github.com/jlangdesign



Work Experience

UX Designer

KeyMe Locksmiths / Oct 2022 - Nov 2023

- Led user research efforts by gathering feedback through surveys/ prototypes and holding product testing sessions with new users.
- Researched precedents and competitors to identify best practices.
- Determined information flow and built sitemaps, task flows, wireframes, and prototypes for the kiosk, website, and web apps.
- Collaborated with engineers, leadership, and CX teams on a regular basis to discuss requirements, designs, and blockers.
- Designed marketing materials - email templates, packaging inserts, digital ads, and kiosk mockups, etc. - to win over retail partners.
- Built emails in Iterable using HTML and CSS and tested them.
- Tested product flows and surfaced issues for engineers to fix.
- Provided UX/accessibility recommendations to our partners.
- Maintained documentation on current kiosk UX flows and screens.

UX/UI Designer

Operation 36 Golf / May 2019 - Oct 2022

- Designed features for the web and mobile apps to increase user engagement by doing user research, wireframing, prototyping, and user testing.
- Collaborated with remote, cross-functional teams to brainstorm, plan, and deliver features/enhancements, then evaluated their success in terms of business and product outcomes.
- Led user research efforts by conducting surveys, interviews, and prototype testings, all of which helped us understand our users, uncover more product opportunities, and quickly test assumptions.
- Broke projects down into detailed tasks with assets, wireframes/ prototypes, test cases, and endpoints for the developers to facilitate feature development and QA testing.
- Created various assets - including mockups, emails, packaging designs, and presentation graphics - to market our product and present concepts to stakeholders.
- Tested app features and reported bugs/UX issues to fix.
- Developed new web app features with React JS and fixed web app bugs as needed.

Front-end Web Developer (Immersive Scholar Project)

NCSU Libraries / Jul 2018 - May 2019

Freelance Designer

Self-employed / Mar 2017 - Dec 2017



Education

North Carolina State University

Bachelor of Graphic Design
Minor in Computer Programming
Fall 2015 - Spring 2019

Hong Kong Polytechnic University

Interactive Media (Study Abroad)
Spring 2018



Software + Technology



UX Design

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects



Web Development

- HTML 5
- CSS 3
- JavaScript
- React JS



Other: Asana, Confluence, Jira, Postman, Adobe InDesign, Adobe Premiere Pro, Trevor.io, Mailchimp, Iterable, Java, C programming, Typeform



Design Skills

- Task flows
- Information architecture
- Wireframing
- Prototyping
- Coding
- User journeys
- Usability testing
- User research
- Documentation
- Animating
- Illustrating
- Mockups
- Typography
- Project management