

Stella Ding

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EDUCATION

University of Washington - Seattle

Interaction Design, School of Art

Sep 2014 - June 2018

GPA 3.5

TOOLS

Sketch Proficient

Illustrator Proficient

InDesign Intermediate

Photoshop Intermediate

Principle Proficient

AfterEffects Intermediate

Premiere Beginner

HTML Proficient

CSS Intermediate

EXPERIENCES

Product Design Intern @ The Players' Tribune + New Enterprise Associates

June 2017 - August 2017, New York City

Created three company-wide user personas.

Redesigned the homepage using the mobile-first approach with Google Analytics and user personas.

UX Designer @ Cayzen + HCDE Department

April 2017 - June 2017, Seattle

Created the PVT-Touch desktop application for researchers and Android mobile app for research participants.

Marketing & Communications Coordinator @ UW CERC

October 2016 - June 2017, Seattle

Managed CERC website content using Wordpress.

Created all promotional materials and assets on web and in print.

Product Designer @ Joy + Y Combinator

April 2016 - August 2016, Sunnyvale

Redesigned the guest list module on the desktop web to build the best guest management system on the market.

During my time in YC, Joy's acquisition grew from 150 weddings a month to 150 weddings a day, and the retention grew by 47.8%.

ACTIVITIES

President @ Pixel Husky

December 2015 - June 2017, Seattle

Acquired 15 sponsors, 18 industry mentors, and \$3000+ for our first ever "The Pixel Project" with over 260+ RSVPs and 150+ participants.

Managed and advised a team of 7 officers; organized 4 events per quarter to build an interdisciplinary design community on campus.

Graphic Designer @ UWashington Hyperloop

June 2015 - June 2016, Seattle

Produced print design work in a team of students from diverse backgrounds ranging from MBA to Aerospace Engineering.

UW Hyperloop team won the Top 15 placement out of 1,200+ teams.

Research Assistant @ HCDE Department

December 2014 - June 2015, Seattle

Published "Keeping Up with Tweet-dashians: The Impact of 'Official' Accounts on Online Rumoring" as a second author

Redesigned and modified a survey to fit new research goals; Analyzed responses quantitatively and qualitatively using Excel.