TONGYUN SHANG.

Understand • Create • Communicate

CONTACT

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pwd: 2020

SKILLS

Design

Experience Design
Interaction Design
Graphic/Visual Design
Systems Design
Relationship Design
Information Architecture
Data Visualization
Wireframing
Prototyping

Research

Contextual Inquiry
Interviews & Surveys
Persona & Scenarios
User Journey Map
Competitive Analysis
Affinity Diagram
Agile Development
Storyboarding
Heuristic Evaluation
Usability Test
User Enactment Study
Speed Dating Matrix

Tools

Adobe Photoshop
Adobe Illustrator
Adobe XD/Indesign
Figma Advanced
Sketch
Framer JS
Balsamiq
Principle
InVision
Mural & Miro
Github
Procreate

Programming

HTML5/ CSS
Bootstrap
C/ C++/ Java
Javascript

EDUCATION

M.S. in Information

Sept. 2016 - May 2018
Ann Arbor, MI

University of Michigan
Specialization in Human-Computer Interaction (HCI)
Cumulative GPA: 3.90/4.00

B.E. in Automation

Sept. 2012 - July 2016
Beijing, China

Beijing Technology and Business University
Minor in Finance
Cumulative GPA: 3.77/4.00

WORK EXPERIENCE

Product Designer

April 2021- present
San Francisco, CA

Salesforce Marketing Cloud
Creating innovative and accessible solutions for marketers to deliver the right message to the right users at the right time. Redesigned Journey Builder, modernizing and improving the usability of the canvas, driving the Salesforce 360 customer experience. Created Markering Cloud Component Figma Library, which is highly adopted across-cloud. Patents pending.

UX Designer

July 2018 - April 2021
Palo Alto, CA

SAP
Provided user-centered and compliant end-to-end design solutions for SAP Ariba Guided Buying - a procurement product. Worked closely with product managers to define use cases and generated initiatives that had an impact on the roadmap.

During SAP Silicon Valley Next Talent(SVNT) rotation program. Delivered prototypes of a fan engagement tablet tool for Now United music group. Redesigned the website and prototypes for Atlas - a location intelligence.

Product Design Intern

May 2017 - Dec. 2017
Reston, VA

FireEye, Inc.
Worked closely with cybersecurity analysts to create efficient and compliant solutions for CMS. Redesigned the Helix dashboard leveraging data visualizations, making anomaly detection more effortless than ever. Revamped the design system and co-created the dark mode.

UX Designer/Researcher

Jan. 2017 - Dec. 2017
Ann Arbor, MI

SkySpecs Drone Company
Designed a Work Order System for SkySpecs to track work progress and manage customer relationships. Worked closely with engineers and integrated the final solution into the central system.

PROJECTS

UX Designer/Researcher

Sept. 2017 - Dec. 2017
Ann Arbor, MI

Coffever Intelligent Coffee Brewing System
Built an intelligent coffee brewing system, helping coffee lovers get better results and track their progress. Won the best project of Formative Design class 2017.

UX Designer/Researcher

Sept. 2016 - Dec. 2016
Ann Arbor, MI

UbookS Mobile Application
Designed a mobile app platform where students can reuse 2nd-handed textbooks, saving costs and reducing resource waste.