

# Vera Huang

UI/UX DESIGNER | PRODUCT DESIGNER

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## SUMMARY

As a self-motivated and detail-oriented UI/UX designer with over 8 years of experience across diverse industries, including healthcare, data solutions, and fintech, I excel in crafting user-centered designs that seamlessly align with both user and business needs. My objective is to leverage the power of design to solve problems in an innovative manner.

## Education

### Designation

Sep 2018 - Mar 2019

Bootcamp for UI/UX Design

### University of Illinois at Urbana-Champaign

Sep 2012 - Sep 2014

Masters of Science in Food Science and Human Nutrition

### National Kaohsiung Normal University

Sep 2007 - Jun 2011

Bachelor of Science in Biotechnology

## SKILLS

Responsive web design

HTML/CSS

App design

User research

Competitive analysis

Wireframing

Prototyping

Microinteraction

Branding

Design system

Project management

AI-driven research

## TOOLS

Figma

Sketch

Zeplin

Adobe Suite

Jira

Google Analytics

Hotjar

DataDog

AI tools: ChatGPT, Gemini, NotebookLM, etc.

## WORK EXPERIENCE

### VH Design (Freelance)

#### UI/UX Designer

Feb 2021 - Present

I collaborate with clients to craft user-centered products. Key projects include:

**NuTrak** - Redefined brand position, updated the app post hoc for better user experience, and created a marketing website for business launch.

**Rush University Medical Center** - Designed and developed educational websites aiding elderly and healthcare providers in LDCT lung cancer screening eligibility assessment.

### SITE Technologies

#### UI/UX Designer

Apr 2025 - Jan 2026

As a UI/UX Designer, I drove measurable product impact for enterprise applications by translating user behavior, business requirements, and system constraints into scalable design solutions. I initiated Quantitative UX Dashboards in Datadog to convert user activity into actionable metrics that informed product decisions and prioritization. I leveraged AI-powered research tools to increase research efficiency, maintained and evolved a component-driven design system, and delivered high-fidelity prototypes and micro-interactions that improved usability, consistency, and development efficiency in close partnership with product and engineering teams.

### ThinkMarkets

#### Senior UI/UX Designer

Jun 2022 - Apr 2024

As a senior UI/UX designer, I led research initiatives and transformed insights into intuitive user experiences with deliberate design choices. In addition to the objective establishment and project management, I mentored junior designers to foster their professional growth.

#### UI/UX Designer

May 2021 - May 2022

I utilized surveys, Google Analytics, and Hotjar to identify users' pain points, and collaborated with stakeholders and the design team to conceptualize, define, and develop user-centered products. This approach ensured alignment with business requirements and ultimately resulted in a significant increase in client conversion rates.

### Wavicle Data Solutions

#### Design Specialist

Dec 2019 - May 2021

I consulted clients and designed B2B platforms for fast-food franchises and medical device companies, tailoring solutions to meet business needs and goals. Additionally, I contributed to in-house product design and played a key role in rebranding initiatives, including website redesign and marketing material design.

### Designation

#### UI Designer

Sep 2018 - Mar 2019

I researched, synthesized, and designed user-centered interfaces for Android and iOS, as well as responsive marketing websites. I collaborated closely with UX teams, Creative Directors, Design Coaching Fellows, stakeholders, and target users throughout the entire process.

### Rush University Medical Center

#### Assistant Communications Coordinator

Feb 2017 - Jan 2018

I played a key role in stakeholder engagement, program promotion, fundraising, and participant recruitment. Additionally, I enhanced program exposure by creating promotional materials, drafting press releases, and redesigning the website.