

# LIKANG SUN

likangdesign.com

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## SKILLS

### Research

Heuristic  
Evaluation  
Storyboarding  
Persona  
Interview  
Survey

### Design

Sketch  
Illustrator  
Indesign  
Principle  
InVision  
Photoshop

### Programming

HTML 5  
CSS 3  
JavaScript

### Hands-on

Sketching  
Painting  
Calligraphy

## RECOGNITION

### Awards:

Stanford Fellowship \$10,000  
Stanford LDT Fellowship \$5,000  
Honor Graduate in Shanghai (1/400)  
Excellent Student Award (ECNU)  
New York University Full Scholarship

### Workshops:

2017 San Francisco Design Week  
Stanford Design School  
Design Thinking for Educators  
Design, Do, Discover

### Certificates:

Certificate of College Admission -  
Counseling and Career Planning  
CA Teaching Credential

## EDUCATION

AUG 2017  
AUG 2018  
• **Carnegie Mellon University**  
Human Computer Interaction Institute  
MHCI, To be obtained in Aug 2018

JUN 2011  
JUN 2012  
• **Stanford University**  
Stanford Teacher Education Program  
MA, Education GPA: 3.99/4.0

## DESIGN EXPERIENCE

JAN 2018  
AUG 2018  
• **Bloomberg Capstone Project | Design Lead**  
Leading the team in domain research, synthesis of data, design template and guidelines, service blueprint, and conceptual design for accessible hiring, on boarding and way finding experiences.

OCT 2017  
DEC 2017  
• **PNC Project | Design Lead**  
Designed a digital wallet app for teenagers partnering with PNC marketing strategy department. Validated the value flow through storyboarding and speed dating among parents, PNC, and teens.

JAN 2016  
AUG 2017  
• **Freelancer | Product Designer**  
Worked with companies including Notability, BitTiger, and Leap.ai in designing their homepages, product detail pages, and email templates. Conducted user testing and collaborated with product managers, engineers, and marketers closely.

DEC 2013  
JAN 2015  
• **PalmDrive.Inc | Designer Lead**  
Led the team to design online and offline college application and counseling procedures. First of its kind in service innovation which led to an exponentially user growth in 2 years.

## PROJECT EXPERIENCE

NOV 2017  
DEC 2017  
• **Disaster Relief P2P App**  
Designed a community-based peer-to-peer application for disaster triage and relief. This is an end-to-end experience design based on interview and user testing data.

JAN 2018  
NOW 2018  
• **Hate Speech Intervention Project**  
Exploring various designs to reduce the volume of hate speech online on various platforms. Will conduct usability testing on conceptual designs.

MAR 2016  
JUL 2016  
• **BetterChinese iPad App**  
Designed BetterChinese iPad App based on intensive user research and feedback. Applied Design Thinking methods and improved students' satisfaction by 60%.

## TEACHING EXPERIENCES

JUN 2012  
JUN 2017  
• **Stonebrae Elementary School, K-6 | Lead Teacher**  
• **Bullis Charter School, K-8 | Teacher**  
• **Livermore Charter, 9-12 | Chinese Program Founder**