

LIKANG SUN

likangdesign.com

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650-862-1596

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 Univeristy 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 : Carnegie Mellon University
AUG 2018 : Human Computer Interaction Institute
Master of Human Computer Interaction

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

DESIGN EXPERIENCE

JAN 2018 : Bloomberg Capstone Project | Design Lead
AUG 2018 : 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 : PNC Project | Design Lead
DEC 2017 : 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 : Freelancer | Product Designer
AUG 2017 : 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 : PalmDrive.Inc | Designer Lead
JAN 2015 : 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.

SELECTED PROJECTS

NOV 2017 : Disaster Relief P2P App
DEC 2017 : 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 : Hate Speech Intervention Project
NOW 2018 : Explored various designs to reduce the volume of hate speech online on various platforms. Will conduct usability testing on conceptual designs.

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

TEACHING EXPERIENCE

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