

Angela Sun

[Portfolio](#) (PW: trust) - (404) 625-2692 - angela.w.sun@gmail.com - Atlanta, GA

About

UX/UI Lead with 10+ years of experience creating accessible and intuitive interfaces that solve for user and business needs. Seeking a role with varied design responsibilities as well as mentorship and leadership opportunities. Focused on designing experiences with meaningful and effective interactions—from the smallest UI details, to users' broader experience with a product/application.

Experience

UX Lead, Hero Digital | Atlanta, GA 09/2021 - 08/2023

- Hired as senior designer and promoted to lead role with responsibility to manage user research and guide designs for a multibillion dollar hospital system.
- Designed screens and user flows for Fortune 500 companies, including Airbnb and Zebra Technologies, that aligned with business goals, resulting in improved processes and increased efficiency.
- Worked with international design teams to iterate on design systems for consumer facing and internal applications.
- Conducted quantitative and qualitative usability testing, including screeners, test plans, and interactive prototypes to make recommendations that aligned with business requirements and future design needs.
- Created an informed project plan from analysis of clients' documentation, web analytics and stakeholder feedback.

Senior Experience Designer, McMaster-Carr | Elmhurst, IL 06/2020 – 03/2021

- Improved site functionality for an industrial supplies company with 700,000+ products with a fast-growing UX team.
- Analyzed site traffic and navigation patterns to better understand customer behaviors. Conducted customer research and analysis to inform design decisions and site architecture.
- Strategized category-specific concepts to provide context to customers searching an extensive product catalog.

Senior Experience Designer, ZS Associates | Chicago, IL 08/2018 – 02/2020

- Identified predicate software's pain points and solved them; e.g. allowing users to access various types of functionality in a map view, and creating visualizations that made it simple for them to view and address key tasks.
- Collaborated with international and domestic product and development teams to create new and updated features for a preeminent territory management software application (ZAIDYN) used by thousands of sales representatives.
- Modernized and updated framework for software that managed field deployment, incentives, and activation, to overcome dependencies on legacy systems and manual processes.

Senior Experience Designer, VML | Seattle, WA 09/2017 – 08/2018

- Lead multiple projects including large-scale content migration and improved user flows for Microsoft Partner Network to reach targeted audience segments through data analysis.
- Put Haas Automation at the forefront for machine tools by analyzing feedback and input from machine shop owners to create an unparalleled, one-stop-shop web experience. Managed stakeholder and client relationships that resulted in high client satisfaction and repeat business.
- Defined and implemented user flows within the CMS localization constraints to create the groundwork for automation without sacrificing user experience for different user segments.

Education and Skills

Education

Georgia Institute of Technology, B.S. Industrial Design, Marketing Certificate | May 2013

Skills

Figma | Axure | Invision | Adobe XD | Design systems | Adobe Creative Suite | User testing | User research