

# Tiffany Goh

## USER EXPERIENCE DESIGNER

### Work Experience

#### OAK THEORY

##### Jr. UX Designer / UX Design Intern | Nov 2020 - present

- Lead UX research and design efforts for projects, from onboarding and competitive analysis to user journey mapping, site mapping, and wireframing
- Collaborate with UI designers and developers to bring the client's vision to life
- Assist UI designers with implementing style guides across designs
- Assist in branding and strategy efforts

#### SoundPrint

##### User Experience Designer | Mar 2020 - Apr 2020

- Redesigned SoundPrint's website to include a search function and promote the app by showing when, where, and how to use it
- (Hope to) increase hearing health awareness, app downloads, and decibel level submissions to their database
- Conducted and synthesized research on auditory health and products to understand current industry trends
- Designed and tested different top navigations and website layouts
- Iterated prototype based on feedback that users preferred familiar layouts and terms and heavily depended on the top navigation to find what they need
- Collaborated with a team of 3 other UX designers

#### Chinese Community Accountable Care Organization

##### Senior Associate / Associate | Oct 2016 - Feb 2019

- Secured \$6,000 in sponsorships (the most since the company's founding) for the annual shareholder meeting within 2 months
- Increased response rate from physicians' offices via email, phone, and fax campaigns to 200+ members regarding important company and healthcare updates
- Planned the annual shareholder meeting and biennial board of directors election with the most physicians in attendance
- Collaborated with 200+ physicians to implement quality incentive and data reporting programs and other initiatives

#### NASPA - Student Affairs Administrators in Higher Ed.

##### Communications/Marketing Intern | Oct 2015 - May 2016

- Prepared weekly blog content about top issues in student affairs and higher education for 30,000+ followers on LinkedIn
- Spearheaded all social media efforts that reached 3,000+ followers on Instagram and 30,000+ followers on Facebook

#### The George Washington University

##### Colonial Connection Caller | Oct 2014 - Dec 2014

- Conducted outbound call campaign on behalf of the university to ~100 alumni per shift to increase support for the university and its programming in academics and extracurricular activities by obtaining charitable gifts



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### Education

#### The George Washington University

##### Bachelor of Art - Communication

Aug 2012 - May 2016

#### Flatiron School

##### Certificate in UX Design

Nov 2019 - May 2020

### Skills & Tools

#### UX Design

Brainstorming Methods, Concept Sketching, Personas, User Flows, User Journeys, Information Architecture, Sitemapping, Wireframing, Prototyping, Project Management, Prioritization

#### UX Research

Competitive Benchmarking & Analysis, User Research, Contextual Research, User Interviews, User Testing, Research Synthesis, Surveys, Affinity Diagramming, Heuristics Analysis, A/B Testing

#### Tools

Figma, Sketch, InVision, Validately, Miro, Mural, Procreate, Google Suite, PhotoShop, InDesign, Adobe Xd, Pen & Paper

### Languages

#### English | Mandarin | Cantonese

Native or bilingual proficiency