

# Kina Vang | Product Designer

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Call: 612-290-5296 Portfolio: <https://kinavang.wixsite.com/portfolio> Location: Minneapolis, MN/Remote

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## Experience

### **TECHNICAL DESIGNER, MASON COMPANIES INC**

September 2021- Present

- Manage the end-to-end product design development process, from user research, to prototyping, to final design & production.
- Reduce return rates to lower than 10% by evaluating & improving user experience on more than 400 products.
- Collaborate with buyers and designers on product development & product feedback.
- Analyze user reviews and iterate products for enhanced user experience.
- Run data reports and analyze user data in order to maintain high quality-low return rate per product.
- Maintain brand personas in focused design categories per season with new and carryover products..
- Update and simplify internal digital trail for faster and better user flow by creating trackers, SOPs, and universal templates..
- Provide insight on product developments, solving construction & workmanship problems with constructive feedback.
- Manage and own product timeline for more than 80 products per season using status trackers on Excel and Sharepoint
- Communicate with internal and external vendors on product delivery, ensuring 6-8 months product turnaround from design to production.

### **PROTOTYPE & PRODUCTION CUT LEAD, CLOTHIER DESIGN SOURCE**

June 2020-September 2021

- Supervised & trained 4-8 assistants from user brand, prototyping, to production.
- Experienced with product development in user research, technical design, creative design, prototyping, & manufacturing.
- Collaborated with project managers and brands on product development & feedback.
- Built timeline trackers per department for more efficient user flow for sourcing trims, prototype, & production.

### **PROTOTYPE MARKER & CUT TECHNICIAN, CLOTHIER DESIGN SOURCE**

February 2019-June 2020

- Reduced production time of prototypes by 15% in 6 months, resulting in increased customer satisfaction and reduced cost.
- Build trims/sourcing, and cut departments with better workflow using kanban and timeline trackers.
- Streamlined production workflow, cutting time by 50% in 6 months.

### **UX DESIGNER, GINGER CAFÉ REDESIGN**

September 2023-February 2024

- Heuristic evaluation, user research, and stakeholder engagement on original website/mobile site.
- Competitor analysis, user flow analysis, and definition analysis.
- Collaborate and analyze original website with stakeholders and other UX designers.
- Redesign Ginger Café's website and mobile site for efficient user flow.

## **Skills**

- User research, prototype, & deliver final product for digital & apparel products.
- Identify & research user persona for digital & physical product designs.
- Iterate, analyze, & evaluate products according to product feedback and review.
- Product management from start to finish on digital & physical products.
- Proficient and improving my skills in Figma, Figjam, Miro, Github, Trello, Visual Studio Code & more.
- Communication across teams and being a multi-player to assist all in their roles.
- Create wireframes, journey maps, user flows, SWOT analysis, UI design, prototyping & final product
- User analysis & research, work with stakeholders, on-site data & user research

## **Education**

### **BACHELOR OF SCIENCE, APPAREL DESIGN**

University of Minnesota, Twin Cities

### **CERTIFICATE IN UX/UI DESIGN**

University of Minnesota, Twin Cities