

Stella Ding

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E D U C A T I O N

University of Washington - Seattle

Interaction Design

September 2014 - June 2018

S K I L L S

Sketch Proficient

Principle Proficient

Illustrator Proficient

InDesign Intermediate

Photoshop Intermediate

AfterEffects Intermediate

HTML Proficient

CSS Intermediate

E X P E R I E N C E S

UX Designer @ Salesforce

July 2018 - Present, San Francisco

Function as a trusted consultant in pre-sales; design prototypes to help customers envision customized experiences across all Salesforce products.

Design internal products and reusable demo assets by working with the PMs on requirement gatherings and with developers on implementation.

Discover and own projects to co-strategize with 3-level managers on team future visions, including exploration of new alignments, new offerings, new processes.

Product Designer @ Joy + Y Combinator

April 2016 - August 2016, March 2018 - September 2018, Various Locations

Owned 20+ projects to improve the overall product experience including Desktop Web Guest Management, Desktop Web Onboarding, iOS Wedding To Do List, iOS Contact List, etc.

Went through Y Combinator with the company in summer 2016; during my time in YC, Joy's acquisition grew from 150 weddings a month to 150 weddings a day, and the retention grew by 47.8%.

Product Design Intern @ The Players' Tribune + New Enterprise Associates

June 2017 - August 2017, New York

Selected as an NEA's Design Resident and got matched to The Players' Tribune.

Redesigned the homepage of The Players' Tribune using the mobile-first approach with Google Analytics and user personas.

A C T I V I T I E S

President @ Pixel Husky

December 2015 - June 2017, Seattle

Acquired 15 sponsors, 18 industry mentors, and \$3000+ for our first ever "The Pixel Project" with over 260+ RSVPs and 150+ participants.

Managed and advised a team of 7 officers; organized 4 events per quarter to build an interdisciplinary design community on campus.

Research Assistant @ UW HCDE Department

December 2014 - June 2015, Seattle

Published "Keeping Up with Tweet-dashians: The Impact of 'Official' Accounts on Online Rumoring" as a second author.

Redesigned and modified a survey to fit new research goals; Analyzed responses quantitatively and qualitatively using Excel.