Hank (Chenghan) Ke

Product Designer

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Hank (Chenghan) Ke is a habit-forming product designer who execute a product from the discovery phases (i.e. user study, wireframes, user testing, prototyping, etc.) to the implementation phase (i.e high fidelity mocks, interaction design, A/B testing, handoff deliverables, etc.). He believes that every design should aim to specific goals and help a business achieve success by bringing users value.

EDUCATION

2019
California College of the Arts
MFA in Design
San Francisco, CA

2016
Chongqing University
Visual Communication Design - BFA
Chongqing, China

CORE COMPETENCIES

Prototyping (Low/High Fidelity)
Wireframing
Competitive Analysis
Customer-facing mobile and web products
Design System
Storyboarding
User/Product Flows
Information Architecture
Human-centered Design
Mapping Experience
A/B Testing

TECHNICAL SKILLS

Sketch
Adobe XD
InDesign
Premiere Pro
After Effect
Illustrator
Photoshop
Figma
Principle
Invision
Zeplin
Arduino
Rhino
Processing
HTML

PROFESSIONAL EXPERIENCE

Product Design - Intern @ Wish   (6/2019 - 12/2019)
San Francisco, CA

Designed new features and rapid experiments for the Wish app, which rank the top 3 among the shopping apps at App Store and Google Play with more than 300 million global users.

Designed MVPs for SEA market and the new user experience from concept to launch by cooperating with marketing managers and PMs.

Conducted user studies and usability testings in the whole design process via www.usertesting.com.

Won the first prize with a store concept at the internal hackathon contest by cooperating with a designer, developer, and copyrighter from the Wish's marketplace team.

UX/UI Designer @ SFELC   (7/2018 - 8/2019)
San Francisco, CA

Designed 4+ key features for the PEMhub app (App Store/Google Play), creating immersive event experiences for engineering leaders and allowing users to fully engage with the event content, attendees, sponsors, and critical information.

Designed features for SFELC website, including registration flows, RSVP & payment flows, and book list & comments section, efficiently serving 3.5K+ engineering leaders in the Bay Area weekly.

Cooperated with 4 Devs, founder, and PM in an agile team to form consensuses regarding user-first, project scopes, timelines, budgets, and goals.

Responded promptly to stockholders' feedback and needs, elevating favorable corporate reputation.

Media Production Designer @ SFELC   (7/2018 - 8/2019)
San Francisco, CA · 2018-2019

Created 20+ graphic design assets for digital and print content regarding SFELC SUMMIT 2019, aligning vision, voice, and style for uniformity across multiple platforms.

Utilize Premier, After Effects, and illustrator to produce and edit 30+ engaging video assets for SFELC Leadership Awards, Monthly events, interviews, and the summit documentary.

Graduate Teaching Assistant @ California College of the Arts   (2018)
San Francisco, CA

Served as a teaching assistant for the class, IxD 4: Experience. Led class critiques, providing each student with clear, actionable feedback.