

Steven Oey

UX/Digital Designer

A collaborative and versatile designer fascinated with the future intersection of humans and technology.

WORK EXPERIENCE

Filter Digital @ Nike Digital Designer III Apr. 2021 - Present
Beaverton, OR (Remote)

- Brand designer focusing on Nike.com and Nike App digital executions for global campaigns: Drake's NOCTA brand, Jacquemus, Tokyo Olympics, Matthew M. Williams, ESC, ISPA and Nike Kids.
- Work with Senior Art Directors to create branding guidelines for our creative partners, which includes brand storytelling, digital mockups, crop guidelines, and logo lockups.
- Collaborate with Nike Brand Management, Consumer Digital Marketing, and Marketing Science to build different customer journeys for multiple marketing segments.
- Concept and design a new nikelab.com web experience for both Nike Design Exploration and Catalyst brands.

BVA UX/UI Designer Apr. 2018 - Sep. 2020
San Diego, CA

- Led over 12 new and existing brands with content strategy, visual design, and user research within the Shopify eCommerce space.
- Increased a makeup and skincare brand's eCommerce conversion rate by +44% for their "Value Sets" by redesigning and testing a new mobile purchasing flow.
- Increased a jewelry brand's average order value by +13% within the first month of launch by designing a new "Build Your Stack" feature from end-to-end.
- Led multiple content strategies and design presentations to key stakeholders, while validating my designs through user testing, Google Analytics, and insights from client's customer support teams.
- Designed information architectures, flow diagrams, wireframes, and high fidelity UI mockups for a variety of landing pages and custom features.

Hologic Systems Engineer Aug. 2015 - Sep. 2017
San Diego, CA

- Developed and optimized medical devices by validating and verifying instrumental design changes. Contributed to the development of the Panther Fusion® System which received FDA approval for COVID-19 testing.

Genentech Bioprocess Associate Jun. 2013 - Jul. 2015
Oceanside, CA

- Operated and assisted downstream production of multiple pharmaceuticals.

CONTACT

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SKILLS

Interaction Design
Visual Design
Usability Testing
User Research
Content Strategy
Copywriting
HTML & CSS
Basic Javascript

TOOLS

Figma
Sketch
InVision
Abstract
Adobe Suite
Principle
Google Analytics
Userlytics
TryMyUI
LuckyOrange

EDUCATION

Bloc.io
Sep. 2017 - Feb. 2018
UX Design, Visual Design, UX Strategy, Design Thinking, User Research

San Diego City College
Aug. 2016 - Jan. 2017
Basic Graphic Design, Typography I, Digital Media

UC San Diego
Sep. 2009 - Jun. 2012
B.S. Chemical Engineering