Janice Pang

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Community Projects

Zine Swap
Jan 2018 - Present

Organize and participate in a quarterly zine swap of 40+ creative folks across the U.S.

Elizabeth River Trail
Mar 2016 - Sept 2018

Evolved the brand and wayfinding system for Norfolk's 10.5-mile urban trail in collaboration with the Master Planning team.

ENJOY:
Aug 2017 - Aug 2018

Developed the name, brand, space, website, and marketing strategy for a mixed use community pop-up space.

InSight Portfolio Review
Apr 2017 + Apr 2018

Conceptualized an annual event to provide undergraduate design students with professional development experience through one-on-one portfolio and resume reviews, panels with industry leaders, and scholarships. Organized a team of volunteers to brand and execute the program, which is continued by AIGA Hampton Roads.

SPARK Poster Exhibition
Oct 2016 + Oct 2017

Conceptualized, branded, and organized a community poster exhibition for Norfolk's annual NEON Festival to activate an underutilized alleyway.
The program is continued by AIGA Hampton Roads.

Work Experience

Director of User Experience & Design
Kaymbu • Norfolk, VA • October 2021 – Present

- Partner with CEO to define & implement product strategy and roadmap.
- Continually review & improve our design system, brand language, and internal processes.
- Craft efficient user flows through an end-to-end product design process.

Senior Product Designer
Remind • Norfolk, VA • May 2020 – October 2021

- Design user-centric flows across platforms by incorporating insights from both qualitative and quantitative data.
- Partner with engineers, researchers, and product managers to prioritize and build products from conception to launch.

Associate Creative Director
Grow • Norfolk, VA • June 2015 – May 2020

- Collaborate with multi-disciplinary teams to concept, pitch, execute, and deliver digital products.
- Create and deliver compelling presentations, ensuring buy-in and alignment from clients and other stakeholders.
- Oversee project budgets, resources, and timelines to ensure the work is executed efficiently without compromising quality.
- Strategize, ideate, and execute marketing content across all of Grow's digital platforms to promote our work and company culture.

Teaching Experience

On-Screen: Digital Design Program
Good At Being • Norfolk, VA • May - Aug 2019

- Developed a 12-week digital design bootcamp and speaker series for student and entry-level designers. Led participants through design thinking and prototyping processes to create and present a mobile app.
- Secured community partners to sponsor hosting, meals, scholarships, and speaker fees.

Interactive Design 1
Tidewater Community College • Norfolk, VA • Jan - Apr 2017

- Evolved the existing curriculum to teach students how to ideate, wireframe, and build multi-page websites in HTML and CSS.
- Introduced lessons in writing-first design, contemporary digital design trends, accessibility, and web hosting.