

Win Sandy Oo

UX Design, Research & Product Management

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Possessed 4+ years of design and research experience and helped products for B2B2C companies. Active team player in research, design, development and product management. Well-experienced in designing intuitive and appealing digital interfaces, conducting UX research using strategic methods, and in front end development. Holds a Master of Science in Human-Computer Interaction.



UX & Product (Freelance)

ProDEVtive
July 2023 - Aug 2025
(Freelance)

- Performed UX Design, Research and Product Management work for web platforms and applications for B2B & B2C companies.
- Worked on a E commerce UX and web design interface for GiftShop Paris for their new web platform.
- Performed A/B testing, drew marketing plan to increase conversion rate, and increased site traffic to 28%.
- Designed a company CRM software for Andaman Eight Co. Ltd and established an intuitive platform that attracts in onboarding 300+ students and employees.
- Plans, coordinates, and conducts user research interviews at Shelter Tech as a UX Researcher for the SF service guide, which are now actively used by product and design teams to guide decisions.

UI/UX Engineer

IntelliFlux Controls, Inc
April 2022 - May 2023

- Led as a solo user experience designer/researcher working closely with engineers and development team to execute functional requirements, developing and improving new and existing AI/ML APRICOT products.
- Facilitate client and the team's product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences for digital products and services.
- Worked with Data Scientist on the Grafana dashboards as well as Power BI for the data visualization.
- Played a key role in shaping and expanding the company's product roadmap, led product management using Agile methods on Jira. Collaborate with developers and made suggestions using HTML/CSS.
- Successfully launched over 5+ APRICOT products for Fortune 500 clients and enabled the company to effectively meet the growing demand for its services and uphold a robust brand identity.

Director of User Experience International Economic Justice League

February 2022 - April 2022
(Project)

- Supervised and managed a team of 8+ UX and Graphic Designers, Researchers, and Marketing interns in establishing the brand style guidelines, website wire-frames, prototypes, and the transition to WordPress.
- Delivered a cohesive digital platform unifying IEJL's mission under one experience.
- Increased engagement: usability tests showed a 30% faster completion rate for volunteer sign-up flows compared to baseline. Established a scalable design system for future growth. Created a digital ecosystem that supports IEJL's mission of global economic justice and increased engagement rate up to 45% and attracted more monthly user signups.

Web Administrator Daly City Partnership

Oct 2021 - April 2022

- Planned, evaluated, and organized updates for a new website while working with a web developer in charge to determine the design architecture UI/UX for a better web platform.
- Participated in weekly meetings, managed Excel data and kept the site information updated and relevant.
- Performed regular web maintenance, testing and bug reports.
- Managed and created content and digital designs for social media platforms with weekly updates.

Consultant: Research & Project Assistant Fair Wear Foundation

Mar 2018 - Oct 2019

- Conducted research interviews with garment factory workers, observing working conditions and providing support in compliance issues. Reported research findings to the head of the Netherlands office.
- Identified labor code violations using cross-functional methods (qualitative and quantitative).
- Collaborated with FWF lawyer and country representative on pilot projects and reviewed milestones for labor law advocacy.
- Performed English-Burmese and reverse translations for research and legal documents.
- Led the creation of marketing designs for public events and coordinated local workshops and training events with 80+ participants.

Interpreter/Translator Freelance

July 2017 - Oct 2019
Kantar TNS
(Contract)

- Provided (Burmese-English) translation services to market research, NGOs, and business corporates.
- Clients: Nestle, Facebook, Puma Energy, Kantar, Zen Research, Mizzima News and Australian Embassy.
- Led in translating the qualitative and quantitative interviews and research materials from Burmese - English as well as in assisting research materials.
- Provided consecutive interpretation services for focused group discussions.
- Performed transcription service on the recordings in Burmese and translated them into English.
- Participated in post focused group discussion meetings and shared insights with researchers.



Iowa State University

Master of Science
Human-Computer Interaction

Projects: Incy Students App (Usabilathon: UX Hackathon), NutriCare Scanner App (MS Capstone)

University of California, Davis

Bachelor of Arts
English Literature & Communication Minor

Community Intern: UC Davis Student Recruitment and Retention Center

Berkeley City College

Associate in Science
Business Administration & Management

ISA Representative: Berkeley City College Student Counsel



User Research

UI/ UX Design

Information Architecture

Product Management

Languages: English, Burmese

Sketch

Figma

InDesign

Google Suite

Microsoft Suite

HTML

CSS

JavaScript

React

Jira

SQL

Grafana

UserTesting

Monday

WordPress