

Win Sandy Oo

UX Designer & Researcher

<https://www.linkedin.com/in/winsandyoo>

<https://www.winsandyoo.com>

winsandyoo@gmail.com

Possessed 3+ years of design and research experience and helped products for B2B2C companies. Active team player in research, design and development. Well-experienced in designing intuitive and appealing digital interfaces, conducting UX research using strategic methods, and in managing front end development. Holds a Master of Science in Human-Computer Interaction.

User Researcher ShelterTech

August 2024 - Present
(Part-time)

- Led end-to-end research operations, including drafting research plans, participant recruitment, and user interviews to inform product strategy.
- Conducted transcript coding by reviewing interview materials, extracting key insights, and organizing findings by category.
- Managed cross-team coordination and documentation using Google Workspace, Notion, and Asana.
- Contributed to the launch of SF Service Guide Phase II and leveraged impact reporting to expand technology access initiatives across 20+ underserved neighborhoods.

UX Design & Research ProDEVtve

July 2023 - April 2025
(Freelance)

- Performed UX Design and Research 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 web platform. Led the redesign of the platform to transform it from a static catalog into a seamless blend of commerce and storytelling: solved usability issues, improving product discovery, and elevating the editorial experience. 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 Conducted cross-departmental research to map pain points in the recruitment and student onboarding process. Translated findings into UML workflows and user stories that informed system design and established an intuitive platform that attracts in onboarding 300+ students and employees.

UI/UX Engineer IntelliFlux Controls, Inc

April 2022 - May 2023

- Led as a solo UI/UX Designer 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, wire-framing, 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, and product management using Agile methods on Jira. Collaborate with developers and made suggestions using HTML/CSS.
- Successfully launched over 8+ 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 10+ 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 faster completion rate for volunteer sign-up flows compared to baseline.
- 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 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.

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

Project Management

Languages: English, Burmese

Sketch

Figma

InDesign

Google Suite

Microsoft Suite

HTML

CSS

JavaScript

React

Jira

Tableau

Grafana

UserTesting

Monday

WordPress