hello@ victor.gg
484 995 8658

VICTOR SONG

SKILLS

Adobe Creative Suite
Ai, Ps, Dw, Id, Ae, Au, XD

Rapid Prototyping
Sketch, Invision, Framer, Figma

Web Development
HTML5, CSS3, Javascript, jQuery

Programming
Python, Ruby

EDUCATION

Carnegie Mellon University | May 2015
- Bachelor in Fine Arts | Communication Design
- Minor in Photography

EXPERIENCE

Elsevier | User Experience Lead | 2020 - 2025
- Redesigned the Sherpath experience for nursing students and instructors
- Increased usability scores for Sherpath by an average of 20 points (SUS) over a 2 year period
- Conducted user research to solidify concepts and designs
- Designed and prioritized the release of new features for products across the Elsevier Suite
- Worked to incorporate Elsevier's Artificial Intelligence (Large Language Model) into the product suite
- Actively contributed to and organized the Elsevier style guide
- Managed analytics through New Relic and Pendo

PNC Bank | Senior Digital Experience Designer | 2018 - 2020
PNC Bank | Digital Experience Designer | 2015 - 2018
- Redesigned PNC Mobile for Android and iOS from the ground up
- Brought Apple app store rating from 1.9 stars to 4.8 stars
- Developed and maintained the PNC Mobile Style Guide across iOS and android
- Designed new features and flows to enhance the PNC Mobile experience
- Revisited shipped flows to keep them current and up to date
- Conducted user research to inform new features and designs
- Made sure PNC was up to date on current design practices
- Communicated across product teams to ensure a universal PNC experience regardless of platform

Automoblox | Web Designer | 2014
- Redesigned Automoblox's website
- Created a new navigation system for the website and product manuals
- Restructured information architecture and set the layout for product manuals

Bearded | Web Design Intern | 2013
- Maintained woodtyperevival.org using Ruby on Rails
- Converted wood typefaces to digital typefaces
- Produced posters using a letterpress