

Jeffrey Spang

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EDUCATION

Rochester Institute of Technology

Bachelor of Science in Human Centered Computing, Minor in Spanish

Rochester, NY

Aug. 2023 – May 2027

EXPERIENCE

Product Design Intern

May 2026 – July 2026

Dick's Sporting Goods

Coraopolis, PA

- Designed the end-to-end user flow and screens for a store associate-facing cycle counting app, introducing in-app post-count guidance and coaching aimed at improving accuracy and efficiency
- Collaborated with managers, engineers, and stakeholders in an Agile environment to align technical constraints, business goals, and feasibility for the new flow within the cycle counting app
- Conducted user interviews with store associates to identify cycle counting pain points and validate design decisions

EBoard Member: President

August 2025 – May 2026

User Experience Club

Rochester, NY

- Spearheaded and coordinated weekly UX meetings about industry technologies, skills, and research
- Designed Instagram posts to promote events and inform club members
- Organized semester-long UX design project for club members

On-Call Graphic Designer

May 2025 – May 2026

Rochester Institute of Technology

Rochester, NY

- Served as an on-call designer within a team of designers and photographers, producing graphics for athletic events as needed
- Designed brand-consistent graphics, including flyers and digital adverts, to boost visibility and attendance for athletic events and other in-house activities

Undergraduate Research Assistant

Sep. 2024 – May 2025

Rochester Institute of Technology

Rochester, NY

- Worked alongside Dr. Roshan Peiris and Zimming Li to assist in the development of a research study focused on AI digital role-playing and language learning
- Drafted the initial parts of the research paper (literature review, etc.)
- Designed a workshop to teach subjects how to utilize the language learning software

PROJECTS

Beehive CO Monitoring System | *Figma, Miro, Jira, Adobe Illustrator*

August 2026 – Present

- Leading a 7-person capstone team as project manager & designer, owning sprint planning, stakeholder communication, and MVP scope for an IoT system that monitors CO, temperature, and humidity inside beehives
- Conducting user research with key stakeholders to inform low-profile, durable, long-lasting sensor hardware that won't disrupt hive inspections or honey harvesting

Olivia's Noodle House Website | *Figma, User Research, Prototyping*

July 2025 – August 2025

- Analyzed data derived from a competitive analysis, affinity map, and user surveys to come up with a UX based website design utilizing wireframes and prototypes in Figma for a local restaurant
- Developed the whole website utilizing HTML5, CSS, and JavaScript
- Published the website via the hosting service Hostinger, optimizing for SEO, Accessibility, and Responsive Design
- Generated 1.3k active users since launch, driven by the site's SEO and accessibility optimizations

TECHNICAL SKILLS

Software: Figma, Miro, Jira, Adobe Illustrator/Photoshop, Visual Studio, Git, Notion, Microsoft 365
Skills: User Research, Wireframing, Prototyping, Information Architecture, Heuristics, Data Analysis, Statistics, User Flows, Affinity Maps, User Journey Maps, MoSCoW Chart, RACI Matrix, SEO
Languages: HTML5, CSS, Javascript, Java, Python

CERTIFICATIONS

The Global Career Accelerator: Intercultural Skills, JavaScript Specialist, HTML & CSS