

# Wanda Wang

## Product Designer

Vancouver, BC, Canada

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## Experience

### Part Time Product Designer - Expo-Growth Marketing Corp, Vancouver

August, 2022 - Present

- Conducted User needs research and designed gift packaging that achieved sales of over 8,000 units annually.
- Led the creation of brand's visual identity, including the logo and website banners.
- Created graphic content for social media, enhancing brand recognition and contributing to a growth of over 500 followers on Instagram within 9 months.
- Collaborated with various stakeholders including data analysts, web designers, and purchasing managers.

### UX Design Intern - NetEase Inc., Beijing

May, 2021 - December, 2021

- Optimized the community module of the educational app, resulting in a 40% increase in main page visits and a 60% rise in content postings.
- Designed the web portal in accordance with WCAG Accessible Design. Potentially reduce the cognitive cost and difficulty of using the website for users over 50 years old.
- Redesigned the site flow, responsive layout, and user flow of the B2B site, significantly reducing task time.
- Produced sketches, wireframes, prototypes, and user flow diagrams, driving design through competitive analysis and surveys.

## Projects

### Vancouver Laptop Inc. - Volunteer project

June, 2023

- Designed the homepage and filter feature, potentially solved the problem of users struggling to locate the products they needed.
- Applied competitive research and lightning demos to to gather valuable insights.
- Created design system to maintain consistency.

### AGvisorPro - Volunteer project

May, 2022

- Optimized the app's onboarding process using user-centered design principles, leading to increased feature usage and improved user retention rates.
- Conducted 9 user interviews and created affinity diagrams to assist in analyzing application pain points.
- Studied user behavior and prototype usability through user research methods including heuristic evaluations and user testing.

## Education

### Bachelor of Science, Major Interactive Arts and Technology; Concentration Design - Simon Fraser University

December, 2022

## Skills

### Design

User Interfaces Design,  
User flows,  
Concept sketches,  
Wireframes,  
Prototypes,  
Mockups,  
Design systems,  
Branding,  
Graphic Design

### Research

User interviews,  
Usability testings,  
Persona hypothesis,  
User Journey map,  
Lightning demos,  
Competitor analysis,  
Affinity mapping,  
Four quadrant analysis,  
Heuristic evaluations

## Tools

### Design

Figma, Adobe XD,  
Sketch, Framer, Spline,  
Illustrator, Photoshop,  
Wix, Webflow, HTML,  
CSS, C++,

### Research

Optimal Workshop,  
FigJam, Google Forms,  
surveyMonkey, Miro

### Product / Project Managment

Slack, Asana