WENDY DI WANG
PRODUCT UX/UI DESIGNER

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EXPERIENCE

Creative Director
2023 April - Aug
Ronbow, San Francisco

- I led the creative team across marketing, website, and showroom digital experiences, transforming a cabinetry business from B2B mass production to customization and made-to-order services. I designed and built the entire website within three months, achieving a significant increase in conversion rates and faster deal closures.
- Develop a strategy for high-growth opportunities and build a new website that iteratively either demonstrates market fit and accomplishes those opportunities or fails fast and moves on to new areas of interest.
- Collaborating across teams to integrate business goals, marketing strategies, and cutting-edge design to elevate the Ronbow brand and deliver exceptional digital experiences.
- Focused on ensuring responsive and mobile-friendly experiences, driving engagement and conversions.
- Elevating the Ronbow brand through innovative web design that resonates with customers, amplifies brand awareness, and accelerates growth.

Design Director
2019 Oct - 2023 April
Solux City Inc, San Francisco

- Founded design firm that serve clients from large tech company to small business such as BNB Chain, XDDesign, Shandong Sports Committee and Sinovation Ventures etc
- Lead and manage a team of designers on the workflows and design process from ideation to delivery, working closely with cross-functional teams to create user-centered designs and user-friendly experiences across a broad range of digital and physical products such as mobile applications, web applications, visual systems, and campaigns.
- Conduct user research and usability testing to inform design decisions and ensure seamless, innovative solutions, information architectures, case studies, and design solutions.
- Develop and maintain a design system and style guide to ensure consistency across products and platforms for clients up to 1,000,000 users.
- Identified new, innovative product opportunities with the brand's mission, customers, and business model. Emerging trends and technologies to balance user needs with business requirements to create innovative solutions that exceed customer expectations.

User Experience Design Internship
2018 May- Aug
Google, San Francisco

- Designed the next generation of Google Maps for a specific audience.
- Conducted research on the target audience's behavior and needs to develop a new user-centered product and design concept. Output with 100+ pages of UX research report with durable insights across the demographic of our target audience, mobile technology, competitor analysis & audit for 'Explore and Discovery' apps.
- This UX research report guides me to create 10+ unique and engaging design directions with product content, user experience, visual style, and interface for the new audience.
- Advocate for user-centered design principles and promote a culture of design thinking within the organization.
- Created UI and prototypes to prove the concept and ran studies to test the design concept with the targeted audience.
- Work with of A/B testing practices, customer acquisition, engagement and retention.

UX Designer
2015 Nov - 2016 July
Tianhang Technology, San Francisco & Shenzhen

- Redesigned the website and mobile app for an enterprise-facing (B2B and B2C) SaaS airfare business.
- Collaborated and drove clarity of plans, strategy, and vision on key company priorities with product managers, engineers, and researcher teams to conduct research and analysis on the previous website, target market, and audience to enhance the user experience and implement product requirements into the design.
- Provided design solutions that simplified complex problems and user flows into intuitive user experiences and helped customers to gain insights from their data and make informed decisions.
- Implemented user-centered design principles by considering user behavior, conducting user research, and accounting for technical constraints and opportunities.
- Created use-case flows, site maps, wireframes,design mockups, and prototypes to effectively conceptualize the product initiatives. Collaborated engineers to oversee the user experience and front end web development of the product from conception to launch.

SKILLS

Skill & Software

User Experience Research	Adobe Creative Suite
Design Research	Figma
UX Design / UI Design	Sketch
User Centered Design	Miro
Product Design	Webflow
Information Architecture	Principle
Data Visualization	Arduino
System Design	Processing
Brand Design	SIpine
Visual Graphic Design	Invision
Prototyping	Unity

Language
English Mandarin Japanese
Java C++ HTML CSS

EDUCATION

California College of the Arts
MFA in Human Computer Interaction Design   2016 - 2019
BFA in Industrial Product Design   2011 - 2015

Kyoto Seika University
Exchange Program in Product Communication Design   2014

Central Academy of Fine Arts
International Foundation Program   2011

Massachusetts Institute of Technology
MIT Media Lab Beyond Smart Cities Online Program   2020

AWARDS

Winner - Platinum
Spark Award for best concept   2015
Solux - Economical, data-driven public lighting system

Winner
Forecast Forum Platform - HKW Berlin   2015
Solux - Economical, data-driven public lighting system

Winner
Wheel Well Design Sprint - CCA   2013
Bikepool (Bipool) - bicycle safety system design

EXHIBITIONS

California Academy of Sciences
San Francisco
Mix Reality - Surreal San Francisco VR Tour   2019
Poem writing software program with gesture mapping   2017
Inflatable sculpture project   2016

Zukunftskonferenz - Featured
Brand eins, Hamburg   2016
Featurd project Solux at the conference held by German press Brand eins about the major trends in technology, business, and culture.