

Wei (Nora) Wang

EXPERIENCE

UX/UI Designer - **Design Agency** / Dimensional Innovations

2023.08 - Current, Full-time

- Collecting interactive and interface design data to inform the interactive design solutions using design strategy, guidelines, specifications, and reusable design elements for screen-based products. Collaborated with developers and product managers to explore the feasibility of design.

UX Product Designer - **web 3.0** / MGM Resorts International

2022.03 - 2022.06, (4 mos), Internship

- Collaborated with **cross-functional teams** to develop a groundbreaking **mixed-reality** product concept spanning **mobile, web, and hardware**. Designed **conceptual diagrams, wireframes, UI mockups, and interactive prototypes** by **analyzing the market and customer**.
- Led comprehensive user research, including hardware, mobile devices, market research, competitive analysis, and user interviews. The findings yielded insights, informing the user experience and providing robust technical support for the project.
- aligning with the business vision and user insights.

UX/UI Designer - **e-Commerce, C2C** / italki

April 2021 - August 2021, (5 mos), Intern

- Initiated opportunity discovery in the teacher selection flow by analyzing customer psychology and behaviors, resulting in a **6.25% increase in annual revenue** after launch.
- Reprioritized teacher's detail page functions and information architecture using system thinking and usability testing, leading to improved customer familiarity with sellers' value, increased trust, and an **8% rise in first-lesson booking rate**.
- Produced 20+ UI page for commerce experience in delivery stage, **delivering a final design presentation to both the leadership team and clients**.

Product Designer - **Entertainment product, B2C** MusicPax

November 2022 - August, (10 mos), Contract

- Conducted competitive analysis and collaborated with different stakeholders to establish an actionable MVP feature list. Delivered design proposals for Desktop Player, aligning with user habits. **The DAU grew 18%** after launch.

Web UX Designer - **B2B** / The Space Design Associates

June 2019 - August 2021 (2 yrs 2 mos), Full time

- Led end-to-end process** for official website design, including **market research, concept exploration, user flows, wireframes, iteration and final design**, which evangelized design culture and expanded the target business partners nationwide.
- Created a **design system, style guide, data visualization, and established clear branding & tone of voice** for the website which set a solid foundation of enterprise's brand growth.

Landscape designer / Guangmu Landscape design Ltd., Co

January 2018 - June 2019 (1 yr 5 mos), Full time

- Balanced business impact with customer needs by adjusting the construction cost of real estate and the houses we designed sold for **\$300 million**.

noradesign.org (Portfolio)

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(912) - 999 - 5090

South Bay Area, CA (Open to relocate)

Authorized to work for any employers

EDUCATION

Savannah College of Art & Design

M.A. in Interactive Design

Achievement Scholarship, SCAD

2021.09 - 2022.11, Savannah, GA

Shenyang Agricultural University

B.A. in Landscape Architecture

2014.09 - 2018.06, Shenyang, China

AWARD

3 Gold & 10 Silver & 3 bronze, Indigo, 2023

Silver Award, London Design Award, 2023

SKILLS

Design

System thinking • Wireframes • User flows
Data visualization • Product thinking • Visual design • Graphic design • Strategy • Storyboard
Brainstorming • Research • Web design
Design thinking • Javascript • Prototype • HTML

Software

Figma • Adobe XD • Axure • Photoshop
Illustrator • Jira • Sketch • Principle • InDesign
Final cut pro • Keynote • Invision • Processing

Prototyping

Rapid prototyping • Quick wireframe sketch
Low fidelity • Mid fidelity • High fidelity
Paper prototype • 3D printing

Research

Market research • Interview • Survey
Affinitization • Competitive analysis
Data analysis • A/B Testing & Experiment
Cognitive walkthrough • SUS Test