# Julia Wang

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## SUMMARY

Dynamic Lead Product Designer with extensive experience in end-to-end user experience design, project delivery, and team leadership. Excels in fast-paced environments, leveraging a strong entrepreneurial spirit to transform ideas into live products. Demonstrates a robust ability to drive user-centered product development, evidenced by leading a startup from an A-round to a Series C raise of $125M and a 12x valuation increase. Skilled in fostering a design culture, establishing UX research disciplines, and enhancing product conversion and user engagement through strategic design interventions.

## CORE COMPETENCIES

- Design Leadership
- Product Strategy
- End-to-end Design
- User Research
- Design Sprint Workshop
- Rapid Prototyping

## EXPERIENCE

**Lead Product Designer**                                                                                   **2022 - Present**

**BillionToOne** │ a genetic diagnostics company                                               Menlo Park, CA

- Conceptualize and launch a consumer-facing e-commerce genetic product, meticulously crafting the end-to-end design and user experience. Implemented A/B testing, feature launches, and lifecycle marketing campaigns, which bolster the conversion rate by **75%** on the checkout page. This strategic initiative led to a **$5** increase in the average selling price (ASP).
- Acquire an in-depth understanding of the healthcare billing system and design an unprecedented payment experience end-to-end, resulting in a **$20** increase in ASP.
- Integrated artificial intelligence (AI) tools like ChatGPT and Midjourney into daily operations, enhancing efficiency and creativity. Refined AI-generated prompts for diverse applications, including synthesizing user research, crafting lifecycle marketing campaigns, generating product ideas, and producing photography that resonates deeply with our target audience.
- Create comprehensive product requirement documents, establish project timelines, and design data flow diagrams to streamline development and enhance user engagement.

**Lead Product Designer**                                                                                   **2019 - 2022**

**Jane Technologies** │ cannabis e-commerce and online menu solutions                    Santa Cruz, CA

- Spearheaded the design and research of all B2B and B2C products that led Jane Technologies to grow from an A-round startup to a Series C raise of **$125M** and **12x** valuation.
- Enhanced the checkout flow, resulting in a **111%** conversion increase and a **13x** growth in Growth Merchandise Volume (GMV) within a year.
- Established UX research as a core discipline. Led strategic research to identify novel product opportunities and advocated research findings through written reports and in-person presentations.
- Recruited, interviewed, and hired designers. Set onboarding journey for new design hires.

**Sr. Product Designer**                                                                                   **2017 - 2019**

**Yahoo** │ media streaming services and online commenting system                         Sunnyvale, CA

- Defined high-level product strategy and design vision, generated new product directions and ideas based on user research, and created low-fidelity wireframes and high-fidelity visual designs.
- Developed hypothesis from customer research, formulated goals, and designed testable features for Yahoo View, increased click-through rate on hero image by **214%**, and drove Yahoo View's monthly active users to **10M**, the highest recorded number.

- Led projects to revamp interface and designed aesthetic appeal of commenting system utilized by Yahoo, added social networking features in user profiles, and introduced micro-interactions to improve the usability of the system for **700M** monthly active users.
- Acted as project manager for a team of **4** front-end engineers and one back-end engineer, oversaw development process using Agile methodology, led sprint planning, daily standup, and sprint retro, defined acceptance criteria, collaborated with lead engineer, and determined technical feasibility.

**UX Interaction Designer**                                                            **2016 - 2017**
**Hewlett-Packard Enterprise** │ SaaS and tech media                               Sunnyvale, CA
- Led design workshops using Google Design Sprint methodology, resulting in faster iterations and more efficient team collaborations.
- Conducted user research to understand needs and prioritize design, development, and content initiatives, analyzed qualitative and quantitative evidence attained through interviews, surveys, card sorting, usability testing, and personas.
- Designed and created the spin-off company's homepage, sitemap, information architecture, and website navigation to host the organization's products with revenue valued at **$4.4B**.
- Set design vision and product development process for tech media catering to development and tech professionals, implemented features and core pages, efforts generated **9M** monthly active users.

**UX Interaction Designer**                                                            **2014 - 2016**
**Tremor Video** │ an online video advertising platform                                Boston, MA
- Identified and analyzed user needs and business challenges throughout complex digital advertising workflows and designed clean, professional, and consistent interfaces catering to the aesthetic expectations of advertisers.
- Created interface designs for Demand Side Platform (DSP), including dashboard, data visualization, report builder, campaign creations, and list pages.

**Information Architect**                                                              **2012-2014**
**Sapient Corporation** │ a tech consulting firm for the financial industry            Boston, MA
- Designed and migrated a desktop trading application for a financial services company with **$700** billion under management, application placed, tracked, and fulfilled trading orders.

**Information Architect**                                                              **2011-2012**
**Discovery Communications** │ an online educational content provider              Silver Spring, MD
- Designed an online streaming platform and optimized its search engine functions.


## EDUCATION

**Master of Science in Information Management**, now known as Human-Computer Interaction     **2011**
University of Maryland, College Park │ GPA 3.95

**Bachelor of Arts in Economics**                                                       **2008**
University of Maryland, College Park


## SKILLS

- **Applications** – Figma, Sketch, Axure, Principal, Adobe Illustrator, and Adobe Photoshop
- **Design Principles** – Design Thinking, Google Design Sprint, and User-centered Design
- **UX Methodologies** – A/B testing, Card Sorting, Contextual Inquiries, Heat Map, Interviews, Personas, Surveys, Usability testing, User journey, Wireframe, and Prototyping