

Julia Wang

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SUMMARY

Dynamic Lead Product Designer with extensive experience in end-to-end user experience design, project delivery, team leadership, and a result-driven approach. Proven track record of leading products from 0 to 1, transforming ideas into live products in fast-paced environments. Demonstrates a strong entrepreneurial spirit, driving user-centered product development and leading a startup from an A-round to a Series C raise of \$125M with a 12x valuation increase. Skilled in fostering design culture, establishing UX research disciplines, and enhancing product conversion and user engagement through strategic, data-driven design interventions.

CORE COMPETENCIES

- Design Leadership
- Product Strategy
- End-to-end Design
- User Research
- Cross-Functional Collaboration
- Design System Development and Implementation

EXPERIENCE

Lead Product Designer

2022 - 2024

BillionToOne | a genetic diagnostics company

Menlo Park, CA

- Led design and product management for BabyPeek, a consumer-facing e-commerce genetic product, from concept to launch (**0 to 1**). Achieved product-market fit through comprehensive user research, A/B testing, and strategic feature rollouts. Spearheaded lifecycle marketing strategies, pricing experiments, and an optimized checkout experience, driving a **75%** increase in conversion rate, a **\$5** boost in average selling price (ASP), and a **4.75/5**-star user satisfaction rating.
- Managed design contractors and defined the branding of BabyPeek, establishing a unique market presence and contributing to a cohesive user experience. Collaborated cross-functionally with engineering, marketing, and leadership to align product vision with business goals, delivering a seamless user experience and a market-ready product.
- Acquired an in-depth understanding of the healthcare billing system and designed an unprecedented payment experience end-to-end, resulting in a **\$20** increase in ASP.
- Pioneered the integration of AI tools like ChatGPT and Midjourney into design processes, streamlining operations and fostering innovative solutions in user research, marketing, and product development.

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.
- Built and scaled the design team by recruiting, interviewing, and hiring top talent. Developed a comprehensive onboarding journey, fostering a culture of design excellence.
- Cultivated a design-first culture by advocating user-centered design principles and leading design thinking workshops, significantly enhancing the overall product development process.

Sr. Product Designer

2017 - 2019

Yahoo | media streaming services and online commenting system

Sunnyvale, CA

- 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, MD | GPA 3.95

Bachelor of Arts in Economics

2008

University of Maryland, College Park, MD

SKILLS

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