

Julia Wang

Lead Product Designer

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Entrepreneurial spirit Product Designer with a proven track record of bringing ideas into live products, designing end-to-end user experience, and overseeing project implementation and delivery. Able to communicate effectively with a point of view, backed up by qualitative and quantitative evidence. Recognized for bringing a website from ideation to live in **30** days and developing design patterns from the ground up. Comfortable working without guidelines in fast-paced environments.

CORE COMPETENCIES

- Product Thinking
- Rapid Prototyping
- Interaction Design
- Web, Mobile Web & Native App Design
- End-to-End Design
- User Research

PROFESSIONAL EXPERIENCE

Lead Product Designer

Jane Technologies

2019 - Current

Santa Cruz, CA

- Head the design and research effort. Spearhead the design 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.
- Foster the design culture and impact the C-level executives to make user-centered products by establishing UX research as a discipline.
- Led the redesign of the checkout flow, increasing conversion by **111%** and growing Growth Merchandise Volume by **13x** in a year.
- Recruit, interview, and hire design candidates. Set onboarding journey for new design hires.
- Increase consistency across design and development through creating and evolving a design system.

Senior Product Designer

Oath/Yahoo

2017 - 2019

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.
- Directed design projects in desktop, mobile web, native iOS, and Android apps, and created micro-interactions to enhance user experience.
- 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 system's usability for **700M** monthly active users.
- Acted as project manager for a team of **4** front-end engineers and one back-end engineer overseeing development process using Agile methodology, lead sprint planning, daily standup, and sprint retro, define acceptance criteria, collaborated with lead engineer and determined technical feasibility.

UX Interaction Designer
Hewlett-Packard Enterprise**2016 - 2017**
Sunnyvale, CA

- Led design workshops using Google design sprint methodology, resulting in faster iterations and more efficient team collaborations.
- Conducted user research to understand user 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
Tremor Video**2014 - 2016**
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
Sapient Corporation**2012 - 2014**
Boston, MA

- Created product features focused on workflow efficiencies and maintenance cost reduction, established project plans identifying key milestones, and created weekly presentations for review with clients' CTOs and senior executives.
- Designed and migrated desktop trading application for financial services company with **\$700** billion under management, application placed, tracked, and fulfilled trading orders.

Information Architect
Discovery Communications**2011 - 2012**
Silver Spring, MD

- Designed online streaming platform and optimized its search engine functions.

EDUCATION**Master of Science in Information Management**, now known as Human-Computer Interaction
University of Maryland**2011**
College Park, MD**Bachelor of Arts in Economics**
University of Maryland**2008**
College Park, MD

SKILLS

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

ACTIVITIES

Volunteered to be the co-chair of Prism at Yahoo, an employee resource group focusing on LGBTQ-inclusiveness of the company. Organized internal and external events and represent Prism at the company Open House with the CEO. Led **5** times growth in membership.