



Christine Wang

Strategy Design and Transformation

DETAILS

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Christine has **15+ years** of leading **design strategy and innovation projects** in multiple markets such as China, Indonesia, Vietnam, UK and US, and **6+ years** of management experience. She is specialized in using human-centered design to lead innovation and venture building.

User Research Lead at Glints (Singapore, Remote)

Oct. 2021 ~ Dec. 2022

Christine leads a research team in Indonesia, Vietnam, and Taiwan to provide **mixed-method insights. She also leads multidisciplinary teams to conduct strategy & product design projects, covering** business model design, product innovation, performance improvement, usability testing and growth strategy.

[Impact]

- **Scaled a research team from 1 to 8 people**, including quantitative and qualitative researchers, UXR ops, and a data analyst.
- Unified Glints' online and offline **business models**.
- **Found product market fit** for key services and features such like Glints Chat.
- Optimized **Product Operation**: Increased Google Play rating from 3.5 to 4.8 in three months.
- Kept **product CSAT** at 85.
- Built and validated **monetization programs** with the commercial head.
- **Validation Studies**: Developed viral programs and their roadmap.
- **Innovated and introduced new research methods** to Glints.

Growth Product Research at Shopify (Canada, Remote)

Oct. 2020 ~ Sep. 2021

Christine conducts mixed-method product research in US, Australia, India, and China to improve Shopify's **acquisition and activation performance**, and works with the Growth product director and scrum teams to define product roadmap and discover growth opportunities.

Freelance Consulting

Aug. 2016 ~

- Mentored 3 designers in the **MING labs Singapore** to lead three big digital transformation projects.
- Led a premium Chinese egg Brand Experience Design Project.

Experience Design and Venture Building Director at Haoshi Accelerator

Aug. 2017 -Feb. 2020, Taipei, 2.7 yrs

Christine developed and operates Taiwan's first and most popular food and agriculture accelerator. She leads a cross-functional team to design and operate the accelerator, including its learning, brand, and spatial experience. She coaches the team in business model transformation, sales growth, and fundraising.

- The accelerator has mentored 45 start-ups, raised more than NT\$280 million, and the growth rate of accelerated the team's capital is higher than 81%.

Strategy Design and Transformation Lead

Nov. 2010 -Dec. 2016, Taipei, 6 yrs

- Lead 7 researchers to provide qualitative and quantitative insights and strategies.
- Lead cross-functional teams to develop Asus HW/SW products, including mobile phones, home robots, cloud computing, smart homes, and smartwatches.
- Co-work with PMs, designers, and marketers to launch products to the market.
- Use design thinking to transform Asus product development process.

Design Researcher at IDEO

Jul. 2006 -Jan. 2010, Shanghai, 3.7 yrs

LINKS

[Portfolio](#)

[LinkedIn Profile](#)

[Hao-Shi Foundation](#)

SKILLS

- Mixed-method Research
- User Experience Design
- Innovation

LANGUAGE

- Chinese
- English

EDUCATION

Brunel University, MA of Design Management

Jun. 2003-Jun. 2004, London

NTUST, MA of Design
Sep. 2011, Taipei~

National Taiwan University, BA of Finance

Sep. 1996-Jun. 2000, Taipei

- Join cross-functional teams to design automobiles, digital music platforms, FMCG, clean energy, and consumer electronics in China, USA and UK.
- Support BD in business development initiatives.

Design Researcher at Benq Dec. 2004-May 2006, 1.6 yrs

Product Manager at Asus Tech Jan. 2000-June 2002, Taipei 2.7 yrs

Intern at Smart Design Mar 2004-May 2004, New York

COURSES & CERTIFICATES

Lego Serious Play Facilitator Certificate, TRIVIUM

Mar.2016

Management of AI, AI Academy Taiwan

April, 2020

Business Design, IDEOU

Jan 2017- Apr. 2017

VOLENTEER

IDEO U Alumni Coach

Nov. 2016 -Dec. 2018.

REFERENCES

Hans Chen, Chairman of Weichuan

ZhiHao Wei, CEO of MeansGood, Haoshi Accelerator Alumni, Batch 1

Jan-Christoph Zoel, Creative Director, Sr Partner, Experientia

Chi Huang Lu, Executive Creative Director, Frog Design