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Cassie Wang

Innovative Senior Product Designer with 7 years of experience in the tech industry, specializing in creating user-centric, intuitive designs. Skilled in leading design projects from concept to launch, with a focus on UI/UX design, data visualization, and aligning product development with user needs and market trends.

Skill

Research

Design Thinking
User Journey
Heuristic Review
Usability Testing
A/B Testing

Design

Information Architecture
Wireframe
Prototyping
Interaction Design

Tool

Figma
Miro
Hotjar
Mixpanel
Adobe Creative Suite
Sketch
Loom

Reference

References available upon request

Experience

Mar '25 - Current

Auckland

UI UX Designer

Tradify

- Took ownership of the UX/UI design for integrating Access PaySuite into the Tradify product, enabling secure online credit card payments for tradies' customers.
- Facilitated cross-functional UX workshops and design reviews to align stakeholders and share user insights.
- Improved Tradify's design system by auditing and redefining the product's colour palette, ensuring accessibility and full WCAG contrast compliance.
- Worked closely with product managers, engineers, and QA to ensure smooth handover and delivery within the Shape Up product cycle framework.

Aug '22 - Mar '25

Auckland

Design Lead

OnFinality & SubQuery

- Led and managed the design of 3+ main product apps that received positive user feedback and excellent engagement, resulting in improved user satisfaction and retention metrics.
- Optimized and implemented the Ant Design system for SubQuery Decentralised App, enhancing user experience by over 50%.
- Conducted user research and testing to improve 38% of user satisfaction scores and task completion rates for the Staking feature.
- Introduced design sprints as part of the UX design process, reducing development time.
- Collaborated with cross-functional teams and the external design agency to redefine and launch SubQuery branding 3.0.

Education

Diploma in Multimedia

Tasman International Academies
2015–2016
Auckland, NZ

Bachelor of Design –Visual Communication

Dalian Polytechnic University
2010–2014
Dalian, China

Experience

Jun '21 – Aug '22

Auckland

Senior Product Designer

OnFinality & SubQuery

- Redesign the user flow for SubQuery Managed Service app, improving user engagement metrics.
- Implemented Journey mapping in design process, improving user interaction and reducing churn rate at least by 15%.

Jun '20 – Jun '21

Auckland

Freelance Product Designer

*Project: Tremoraudio / Equinox Pulse App /
OPA Investments House App*

- Managed end-to-end design projects, from concept to delivery, ensuring alignment with client objectives and timelines.
- Developed user personas and customer journey maps to inform design strategies.
- Delivered presentations and design documentation to clients, articulating design decisions and their impact on user experience.

Jan '19 – Jun '20

Hamilton

Digital/UI Designer

Ze Digital / Inspo Group

- Worked with the design team to build up the user-centered branding website Ze Huus and Ze Inspired. Led the design of Home Inspo magazine and brand presence site.
- Defined the visual guide and concept for Inspo magazines, and delivered a wide variety of marketing material- including brand identity, websites, landing pages, and home show events.

Jan '18 – Oct '18

Auckland

Digital Designer

Cin7

- Created the user wireframe and UI design from inception to final product and successfully launched the brand new 'Newsroom' site and Supply chain App store page.

Sep '16 – Nov '17

Auckland

Junior UI/UX Designer

Cathay Business Solutions

- Worked with senior designers to create visually appealing and user-friendly interfaces for B2B & B2C websites, mobile apps, and e-commerce projects.