

Lianna Wang

UI/UX Designer

liannawang.com • lmw364@drexel.edu • 215-808-7776

Work Experience

UI/UX Designer — Nuuly, Philadelphia

APRIL 2024 - SEPT 2024

- Designed, prototyped, and delivered new product features, strengthening brand strategy, improving customer satisfaction, and reducing customer support costs
- Led standup meetings to key stakeholders, including the CEO and executive director, ensuring alignment of business goals, technical requirements, and user needs
- Streamlined operations by developing and optimizing over 10 user flows in Nuuly's internal management system, which increased customer support and warehouse efficiency

Digital Marketing Design Associate — NeuroFlow, Philadelphia

APRIL 2023 - SEPT 2023

- Delivered and launched websites showcasing NeuroFlow's unique features, enabling the sales team to attract and onboard new clients
- Consistently maintained NeuroFlow.com to ensure a seamless experience for 14 million users
- Proposed and spearheaded the redesign of monthly emails, resulting in improved engagement and higher end-user activation

Product Designer — Perpay, Philadelphia

MARCH 2022 - SEPT 2022

- Led the redesign of the internal admin user experience, resulting in a 20% reduction in task completion times
- Owned and maintained the design system and component library, adding 10 new components to ensure consistency and efficiency in design workflows
- Conducted surveys, interviews, and usability testing with over 80 participants to inform data-driven design decisions

Education

MS in Digital Media, Drexel University

2022 - 2025

BS in User Experience and Interaction Design, Drexel University — 3.93 GPA

2020 - 2025

Skills & Tools

Skills: UX design • Design strategy • Prototyping • Information Architecture • Design systems • Animation

Tools: Figma • Sketch • Asana • Jira • Adobe Creative Suite • Webflow • Wordpress • HTML & CSS