SKYLAR WANG

UX / Product Designer

Portfolio: https://www.ziyijpg.com
ziyiskylarwang@gmail.com · 857-867-9629
New York Based & Open to Relocate

SKILLS

Design & Prototyping

Figma · Adobe XD · InVision · Axure · Adobe Creative Suite · Adobe After Effect · Cinema 4D · Webflow · Jira

Research

Contextual Inquiry · Journey Mapping · Surveys · Interviews · Usability Testing · A/B Testing · Information Architecture

Code & Others

JavaScript (ES6) · Node.js · HTML&CSS · Python · Arduino · Websocket · Tensorflow · Unity · SparkAR · ShapesXR

AWARDS

IBM Quantum Design Jam
Honorable Mention & Exhibition

MIT Mixed Reality Hack
Winner of Hardware Track

ShapesXR Hackathon
3rd Place

EDUCATION

The New School Parsons
Expected 05.2024
MFA. Design and Technology
GPA: 3.98/4
Honor: Graduate Scholarship

Boston University
09.2017 – 05.2021
BA. Advertising & Economics
Minor: Visual Art · GPA: 3.77/4
Honor: Dean's List & Cum Laude

CERTIFICATE

Advanced Graphic Design
The New School Summer program

WORK EXPERIENCE

UX Designer · GE Appliances

05.2022 - 05.2023 · Louisville, KY

- Led the design system creation for smartHQ IoT mobile app with accessibility guidelines for **11 product lines** across **6 brands** and **1k+ appliances models**.
- Redesigned GEA's smart range LCD cooking UI system that expanded to **3 brands**, **4 products**, and **30+ SKUs**.
- Streamlined smart cooking feature for **125+ ingredients** across **3 brands** and shipped to engineers, improving the customer success rate by **30%**.
- Revamped the smartHQ IoT mobile app's onboarding experience, achieving **a 35% reduction** in setup time, and handed off to the development team.
- Developed AR prototypes that enhanced first-time users' success rate in pairing IoT app to smart appliances.

UX Designer · VML

05.2021 – 09.2021 · Shanghai, CN

- Designed a high-fi mobile interface for Estee Lauder's pre-sale event, achieving a **15% increase** in CTR YOY.
- Redesigned Baillie Gifford's bilingual website to deliver a seamless cross-device experience, enhancing accessibility for potential and existing investors, leading to a **23% increase** in user engagement and positive investor feedback.
- Executed in-depth design audits for MAC and Estee Lauder's mobile app and pitched recommendations to clients.

Digital Designer · LISH London

02.2020 – 02.2021 · London, UK

- Crafted digital creative for website, newsletter, and multi-channel marketing.
- Generated brand strategy with the creative director by researching and managing collaborations with pet influencers accounts which drove a **12% increase** in active Instagram followers.
- Conducted social media competitor analysis on US & East Asian re-sellers.

FREELANCE

Lead UX Designer · Meechu Classmate Finder

01.2021 - 08.2021 · Boston, MA

- Led the web and mobile interface design for the "Meechu" classmate searching app for Boston University students, resulting in growth of **2k+** active users.

UX Designer & Technologist · The New School

04.2022 - Present · New York, NY

- **Current Project:** Leading the web team to design the thesis projects website, optimizing cross-device experience for showing the work of **150+** students using Figma and WordPress.
- Designed and developed a web interface with **200+ participants' data** using p5.js for children's socio-economic research.

Art Director · MentorWorks Video Campaign

09.2019 – 12.2019 · Boston, MA

- Devised art direction, video storyboard, and designed motion graphics effects for MentorWorks's video campaign, gathering **10k+ views** and a **5% CTR** for the embedded link in the video.