Contact

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(LinkedIn)
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Top Skills

User Journeys
Product Design
Design Systems

Michelle W.

Product Designer | UX Designer | Passion for Sustainability, Social Impact & Design Systems
Los Angeles, California, United States

Summary

https://www.michelletcwang.com/

My past experiences helped me find the missing piece of the puzzle: to create design solutions driven by data and backed by research in order to solve business and user needs.

I helped introduce new and improved features via my research, ideation and prototypes that impacted the course of the product.
I also strategized with stakeholders, software engineers, and designers to understand people and business needs.

I'm always seeking opportunities to challenge myself while creating meaningful interactions with a customer-focused, iterative design process. My passion is in everything sustainability alongside a lifetime of learning.

Let's connect!

Skills: User research, qualitative research, usability testing, empathy, competitive analysis, prototypes, wireframes, journey mapping, affinity mapping, information architecture, design system, visual design, user interface design, user experience design, system thinking, HTML, CSS, Javascript, accessibility, interaction design, style guides, typography, storyboard, communication skills, ideation, personas

Experience

Lumo
Product Designer
May 2023 - Present (6 months)

YOKE
Product Designer
September 2022 - February 2023 (6 months)

Built a design system to streamline wireframe creations for iOS mobile and web

applications while ensuring proper documentation and handoff to developers.

Worked with cross-functional teams to deliver end-to-end user experiences that optimize user needs, business goals, and technological constraints.

Created work flows, wireframes, and design mockups to effectively conceptualize product features while iterating and collaborating with stakeholders.

PoolUp
UX Designer
September 2022 - November 2022 (3 months)

PoolUp is a ridesharing app for college students to save and earn money while traveling long distance sustainably.

Partnered with designers, stakeholders and developers to establish MVPs and user flows to improve existing designs through a feedback and iterative process.

Worked on brainstorming sketches, prototypes and mock ups with a design thinking approach based on business requirements, user feedback and technology constraints.

Luxyfund
Product Designer
May 2022 - June 2022 (2 months)

Partnered with cross-functional teams at Luxyfund, a B2C fintech startup, to improve existing UI design, prototyping from start to finish using Agile methodologies.

Managed end-to-end product design from user research to usability testing and iterations while collaborating with software engineers and stakeholders to meet the needs of users and businesses.

Advocated for user needs by influencing stakeholder decision with proven data insights from research, ideation, user interviews and usability tests resulting in a more inclusive product.

Committed to adhering to branding guidelines and design patterns, optimizing for accessibility.

Raucous & Co.
Marketing Coordinator & Graphic Designer
July 2020 - May 2022 (1 year 11 months)

Collaborated with e-commerce clients to create marketing content by analyzing consumer behavior via platform analytics for socials and email campaigns, resulting in higher conversion and customer retention rate.

Created and A/B tested landing pages, drawing in almost half a million visitors while increasing overall conversion rate by 2%.

MuteSix
Marketing Coordinator & Graphic Designer
December 2019 - July 2020 (8 months)

Collaborated with B2C, B2B, SaaS and DTC e-commerce brands and worked with the marketing and design team to create digital design assets using Adobe Creative Suite resulting in increased sales across all channels.

Conducted A/B testing on landing pages to make data driven decisions by gathering insights from user behavior.

Compiled data from Google and FB Business Analytics for clients while also providing key takeaways and next steps to improve overall account performance.

California State University, Long Beach
Program Coordinator - Joint Training Certification Program - Caltrans
December 2017 - May 2019 (1 year 6 months)

Provided customer service to over 800 students and coordinated nearly 100 courses to ensure a smooth certification process by partnering with Caltrans.

Maintained all finances and scheduling to keep classes running for program and student success.

Trained coordinators and lab assistants on daily tasks and procedures to cover all areas of operation.

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Education

Springboard
UX/UI Certificate, Human Computer Interaction · (2021 - 2022)

California State University, Long Beach
Bachelor of Fine Arts - BFA, Animation/Illustration