Eddie WANG (Di WANG)

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SELF-ASSESSMENT

- IT post-graduate student with 7 years of full-time working experience in UI & UX design within the Internet industry
- Proficiency in the teamwork with cross functional teams like product, tech, design, and marketing teams
- A fast learner with career ambitions to become a full stack developer by leveraging both design and technical proficiency

EDUCATION

RMIT University   **Melbourne, Australia**

MSc in Information Technology   **Mar 2024 - Mar 2026**

Core courses: Database Concept, Programming Fundamentals, Practical Data Science with Python, IT Infrastructure and Security

SKILLS & INTERESTS

Skills:
- Working knowledge of coding in Python, and Data Science including data cleaning & transformation, statistical analysis, visualization, and modelling
- Proficient in SQL
- Fluent in Figma, Sketch, Photoshop, Principle, Adobe After Effects

Languages: Fluent in English (IELTS 7), Native Mandarin speaker
Interests: Yoga, Cooking, Classical Music

PROJECTS

- **Library database system development**: a database system designed by SQL for a library to ensure efficient data management and retrieval involving membership profiles, book inventory, borrowing/returning records, etc.
- **Pharmacy cashier system development**: a Python-based cashier system tailored for a pharmacy, with key features include customer management, order management, product management, and a CRM points mechanism that enable users to redeem points for cash, etc.
- **Analysis on Rainfall patterns**: conducted comprehensive analysis on over 3000 rainfall data points and developed predictive models to forecast future rainfall patterns based on historical data.

PROFESSIONAL EXPERIENCE

XiaChuFang   **Beijing, China**

Xiachufang is the Top home cuisine community in China, with 13 million monthly active users, where users sharing recipes, watching video courses made by experts, and shopping ingredients and kitchenware. (website: https://www.xiachufang.com)

UI & UX Designer (full-time)   **Sep 2018 - Feb 2024**

- Responsible for the UI & UX design of Xiachufang and Lazy Food (web, iOS & Android App), both of which received recognition as outstanding local Apps on the App Store in 2019, and both have been featured over five times on the official App Store recommendations
- Worked closely with product managers and IT team throughout the design, development, and iteration phases to ensure user-friendly and seamless customer experience aligned with business goals and technical feasibility
- Utilized data-driven insights to inform product decisions and iterated on the main page interaction flow of Lazy Food, resulting in a 12% increase in user engagement and nearly 8% improvement in retention rate
- Responsible for the Lazy Food's premium membership subscription program in 2020, resulting in a revenue increase of nearly 50%

GeShangTianFu   **Beijing, China**

GeShangTianFu is a well-known independent fund distribution institution in China. (website: https://www.licai.com/en/)

UI Designer (full-time)   **Sep 2017 - Sep 2018**

- Led the design and iteration development of Apps and Websites for both private and public investment funds
- Led the re-design of GeShang Wealth 3.0 in 2018, resulting in a 7% increase in user registration click-through rate