



Vancouver, BC

Ivy Wang

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User Experience & Interface Designer

<https://ivywang1108.github.io/ivyporfolio/>

About:

Hello, glad that my resume caught your eye! I am an enthusiastic UX designer that advocates for users and their needs. I prioritise on understanding users' concerns and demands through conducting user research. By transforming research findings into actionable insights, I am driven to craft impactful designs through strategic design thinking, ensuring that the design caters to user needs while aligning with business objectives.

Highlights:

Software & Tools: Figma, Adobe Suite, Sketch, Canva, Unity, Miro, HTML + CSS.

Design Skills: Design Thinking, User Research, Rapid Design, User Testing, Competitive Analysis, Wireframing, Interface Design, Interaction Design, Videography.

Soft Skills: Collaboration, Fast Learning, Proactive, Rapid Thinking, Task Management, Problem Solving, Critical Thinking, Agile Workflow, Fluent in English and Mandarin.

Experiences:

UX/UI Designer - AutoMetrics

September 2021 - March 2022

- Led end-to-end design process, successfully addressed challenges and identified opportunities to enhance the visualisation of machine learning data. Presented complex machine learning data visually onto a dashboard interface, providing users with valuable insights and cost saving predictions..
- Conducted user research to understand current user pain points, developed new product goals and design directions based on user feedback and did competitive analysis to understand industry trends.
- Collaborated closely with stakeholders to propose and implement multiple rounds of design iterations, ensuring pixel-perfect precision and preparing the company's next-generation product for launch.
- Created marketing videos and brochures that highlighted the company's core features and main services. Also updated the company's website using Wix with new product design following the company's brand guideline.

Graphic/UX Design Volunteer - Build a Biz Kids

February 2021 - April 2022

- Maintained the company brand style, designed multiple-day curricula for facilitators that were easy-to-follow, which later became a template for future courses.
- Worked with a company(YouMoveMe) to redesign their Franchise Opportunity Webpage.
- Worked with another designer to re-design the company founder's personal webpage which became more engaging and organised.
- Designed logo for the company's stock game for kids. Did Sketches, and iterations following company brand style while keeping kids as users in mind.

Education:

Simon Fraser University

September 2015 - December 2020

Bachelor of Arts - Interactive Arts and Technology

Concentration in Design