

# WENGE WANG

(She/her)

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## EDUCATION

### **MS | Data Analytics and Visualization**

GPA 3.9/4

Pratt Institute

9/2022 - 6/2024

### **BFA | Communication Design**

GPA 3.7/4

Pratt Institute 9/2018 - 6/2022

## SKILLS

### **Data Analytics**

- Python
- R
- Google Analytics
- Excel
- Tableau
- Excel
- SQL
- Data Modeling
- Statistics

### **Web Development**

- HTML/CSS
- Javascript
- Git
- Node.Js
- Wordpress

### **Database**

- SQL

## AWARD

### **NSF-Supported Project Contributor (Data Literacy with, for, and by Youth)**

2023

## WORK EXPERIENCE

### **Research Assistant | Pratt Institute, New York**

1/2023 - 5/2023

- **Task:** Transferred and analyzed survey data and prepared materials
- **Action:** Utilized Tableau, R, and Excel for data collection, data cleaning, data analysis, and data visualization
- **Result:** Created an infographic; contributed to the National Science Foundation (NSF) project as a collaborator

### **Marketing Analysis Assistant Intern | SpectraCell Laboratories Inc., Remote**

8/2023 - 12/2023

- **Task:** Enhance website functionality and optimize digital products
- **Action:** Conducted comprehensive market research; implemented data-driven strategies to optimize content
- **Result:** Launched new products and redesigned the content

### **UX Consultant | DX Center, Pratt Institute, New York**

3/2023 - 5/2023

- **Task:** Increased event bookings and enhance user engagement
- **Action:** Conducted moderated user tests; analyzed user data
- **Result:** Reported final improvement recommendation to clients

### **Designer | Bettina Marks Inc., Remote**

9/2021 - 7/2022; 7/2023 - 12/2023

- **Task:** Improved website and seasonal product strategy to increase sales
- **Action:** Conduct a thorough competitive analysis of fashion online stores to identify industry trends
- **Result:** Established a database for designers, implemented website redesign, launched new products

## CERTIFICATE

### **User Experience, Advanced Certificate**

Pratt Institute 2024