

(She/her)

WENGE WANG

Skilled at making data insights
accessible and user-friendly

✉ **Email:** wwang24@outlook.com

🔍 **Website:** <https://lanjing0803.github.io/>

🌐 **LinkedIn:** <https://www.linkedin.com/in/wangwenge/>

📞 **Phone:** 4253627597

EDUCATION

MS | Data Analytics and Visualization MS | User Experience, Advanced Certificate

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 Analysis and Modeling

- Python
- SQL
- R
- Excel
- Tableau

Digital Analytics:

- Google Analytics
- Looker Studio
- SEMrush

UI/UX Design:

- Adobe Creative Suite
- Figma
- Optimal Workshop

Web Development

- HTML/CSS/JavaScript
- SQL
- Node.js
- Wordpress

AWARD

**NSF-Supported Project
Contributor (Data Literacy with,
for, and by Youth)**
2023

EXPERIENCE

Digital Analyst | DX Center, Pratt Institute

1/2024 - Now, New York

- Utilized SEMrush and Google Analytics 4 (GA4) to derive actionable insights, resulting in a significant 67% increase in conversions
- Led impactful social media campaigns targeting the younger generation, boosting brand awareness and engagement

Data Analyst| Mental Health Links Project, Pratt Institute

2/2024 - 4/2024, New York

- Led comprehensive data analysis projects, employing Python and R for data collection, cleaning, and advanced statistical analysis
- Developed interactive web-based visualizations using D3.js and Plotly.js to present insights derived from the data analysis
- Featured presenter at Pratt Info Show 2024, showcasing analytical skills and impactful insights to a diverse audience

Research Assistant | Pratt Institute

1/2023 - 5/2023, New York

- Utilized Tableau, R, Adobe Illustrator and Google Sheets for data collection, data cleaning, data analysis, and data visualization
- Recognized as a collaborator in a project awarded by the National Science Foundation (NSF)

Marketing Analysis Assistant Intern | SpectraCell Laboratories Inc.

8/2023 - 12/2023, Remote

- Redesigned product packages, tri-fold brochures, and brand identities including logos and color schemes.
- Successfully launched CardiacNexus project, integrating graphic and market analysis for successful implementation

Designer | Bettina Marks Inc.

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

- Drove brand engagement through visually captivating designs, leading to increased sales and market presence.
- Led the redesign of company websites and marketing materials, implementing impactful design strategies that boosted conversion rates and customer acquisition