

Senior Product Designer Senior Product Designer Lead UX Designer / Front- end Developer Los Angeles, CA A passionate UX/Product designer with a deep understanding of human behaviors, technology, and data analysis. Skills Design Thinking | Business Analysis | Heuristics Analysis | Front- end Developer | Data Visualization | User Interview | User Research | Marketing Research | Information Architecture | Wireframing | Prototyping | Usability Testing | A/B Testing | Scrum Management | Problem Solving | Empathy | Analytical | Strategic Mindset | Critical Thinking | Curiosity | VR Tools Sketch | AdobeXD | Figma | Photoshop | Illustrator | Balsamiq | Framer | Justmind | InVision | Axure | Principle | Paper Sketching | HTML | CSS3 | Sass | JavaScript | JQuery | KnockOutJS | ES6 | Bootstrap | Github | Foundation | Ruby | Ruby on Rails | Windows | Mac | Linux Email stephanielw88@gmail.com Sponsorship required to work in the US Work Experience Senior Product Designer Kush Dash, Inc. - Los Angeles, CA April 2019 to Present Kush Dash - Cannabis delivery platform facilitating orders between customers, vendors, and drivers using The Tangle (DAG) and cryptocurrency. Developed product strategy by conducting market research and identifying user pain points. Created user flows, wireframes, and prototype in collaboration with the engineering team. VR UX designer The Origin VR - Los Angeles, CA April 2019 to Present The Origin VR is a virtual reality development studio with teams based in Shenyang, China; Bangkok, Thailand; and Los Angeles, California. Focus on designing intuitive interaction that makes immersion and engagement easy and fluid, and builds experiences that touch the core of our natural responses taking full advantage of what VR is meant for. Lead UX Designer / Front- end Developer fusionZONE Automotive, LLC. - Los Angeles, CA May 2018 to February 2019 UX lead on redesigning company s inventory management system called synthesis that can imports, displays and manipulates large amounts of vehicle records data. Rethinking product specifications and distilling complex processes into elegantly simple and useful flows. Increased NPS score by 400% Collaborate with cross-function team and implementing the large-scale enterprise products using HTML/CSS, Bootstrap, Laravel, KnockoutJS. Frontend Web Developer / UX Designer fusionZONE Automotive, LLC. - Los Angeles, CA June 2015 to February 2019 Developed and maintained over 1000+ websites for Toyota, Honda, Nissan, Hyundai, Ford dealership in U.S. and

Canada in 2.5 years. Created Responsive web applications with HTML5, PHP, JavaScript, jQuery, Ajax, SQL, CSS, GIT, SVN, and other front- end and middle-tier technologies. Tested and debugged coding using various browser developer tools. Implemented AJAX and JQUERY on front- end and make the web page more dynamic. Created a front- end interface using object-oriented JavaScript and AJAX with API, and is able to interact with server-side PHP code. Evaluated current industry trends and Analyzed website traffic data using Google Analytics. Conducted user research, user interviews, usability testing, and heuristic evaluation to define user needs, and opportunities for improving car dealership website presence. Collaborated with SEO, Marketing, and content strategic writers. Designed SEO friendly web template which increased organic websites traffic by 35% and conversion rate by 128%. Education Master of Business Administration in Finance New Mexico Highlands University 2013 to 2015 Master of Science in Computer Science New Mexico Highlands University 2012 to 2014 Skills Front End, Javascript, UI, Design Thinking, Business Analysis, Heuristics Analysis, Data Visualization, User Interview, User Research, Marketing Research, Information Architecture, Wireframing, Prototyping, A/B Testing, Empathy, Strategic Mindset, Curiosity Links <http://www.stephanielw.net> Assessments Critical Thinking Proficient July 2019 Using logic to solve problems. Full results: https://share.indeedassessments.com/share_assignment/rk-jyqedh4nuigct Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

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