

# michelle wang

Product Designer

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## Experience

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### Twilio / Product Design Intern – Developer Experience

Jun 2021 – Aug 2021

Collaborated cross-functionally on design tasks including content audit, competitive analysis, and UX research plan. Created an interview script for 8 customers to gather pain points and A/B test initial design ideas. Synthesized research and Hotjar findings to ideate 10+ screen designs.

### Harvard Business Publishing / UX Researcher

Sep 2020 – Dec 2020

Crafted survey taken by 200+ business students & 6 professors to identify key metrics. Created interview script and beta tested MVP. Presented recommendations based on received insights in UX audit report.

### Statista / Product Design Intern – Data Visualization

Jun 2019 – Aug 2019

Standardized data animations by streamlining After Effects process to drive design time down by 50%. Utilized data visualization tools to conceptualize 15+ infographics published on International Business Times & Newsweek.

### Ochre / Industrial Design Intern

Sep 2018 – Dec 2018

Illustrated and formatted technical line drawings of furniture pieces and light fixtures published in sales brochures and international catalogues.

## Community, Involvement & Leadership

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### Cinq / Co-founder & Designer

Oct 2020 – Present

Executing entire design process from strategy, research to final UI handoff. Coding consumer-facing website. Launching app in beta next quarter.

### Whole Chips / Web Lead & Project Manager

Aug 2021 – Dec 2021

Managed team of 3 designers to audit content to simplify UX. Created competitive analysis and moodboards to overhaul the website's aesthetics.

### Uber Health / UX Team Captain

Feb 2019 – Apr 2019

Led UX activities in Agile environment by organizing design sprints. Placed 4th out of 250+ undergrad teams, voted by industry professionals.

## Education

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### University of Southern California

/ MS Integrated Design, Business,  
& Technology

Aug 2020 – May 2022

Los Angeles, CA

### Pratt Institute

/ BID Industrial & Product Design

Aug 2016 – May 2020

Brooklyn, NY

## Tools & Skills

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### UX Methods

Interactive prototype with HTML, CSS, Javascript, & JQuery  
A/B Testing, Heuristic Evaluation  
Persona & Empathy Map,  
Customer Journey & User Flows  
Site Map, Information Arch.  
Card Sorting, Clustering  
Quant. & Qual. Analysis

### UI Design

Figma, Sketch, Invision,  
Responsive Web Design  
Wireframing, Crazy 8's,  
Motion & Interaction with  
Principle & After Effects

### Visual Design

Adobe Creative Suite,  
Design Systems, Color Theory,  
Graphic, Illustration, Logos,  
Branding, Style Guide,  
Data Visualization

### Communication & Collaboration

Jira, Asana, Trello, Notion  
Slack, Zoom, G-Suite