

Jessica (Xiaoyue) Wang

Product + User Experience Designer

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Experience

User Experience Designer

Feb. 2016 – Present

Amazon.com (Seattle, WA)

- Develop wireframes, mockups, and interactive prototypes to iterate on concepts for web, mobile, and tablet design experience.
- Own the production of designs and documents for presentation to engineers, product managers, peer design teams, and senior executives.

Product Designer

Feb. 2015 – Feb. 2016

Citrix Systems (Santa Barbara, CA)

- Led the web experience design for GoToTraining, a multi-platform online training tool.
- Worked closely with engineers, PMs, and care team to define and prioritize product requirements, and communicated across teams on onboarding plans and rollout plans.
- Built up interactive prototypes and conducted usability testing, and extracted key tasks and user flows from research data to solve for complex research goals.

UX Architect Design Intern

Sep. 2014 – Jan 2015

The Walt Disney Company (Burbank, CA)

- Worked with the lead designer on creating prototypes for the redesign of an internal website, partnering with project managers, engineers, and client to refine requirements.
- Individually conducted research with employees, creating personas and journey maps.
- Created data visualizations and graphic designs for maps and organization charts.

UX Designer & Developer

May. 2012 – Jun. 2013

Dept. of Computer Science and Technology, Tsinghua University (Beijing, China)

- Led a team of four throughout research, design, and usability testing processes for the One Bit Text Entry System.
- Developed new symbol input methods with C# to optimize typing efficiency.
- Conducted user studies and analyzed data, and submitted an academic paper.

Interaction Designer Intern

Jul. 2011 – Sep. 2011

Pinzhuo, a startup for online social dining experience (Beijing, China)

- Collaborated with product managers and engineers in the iteration cycle of the website, and used A/B Testing to finalize design with a conversion rate increase of 2%.
- Developed advertising and technical writing for targeted user community.

Education

Master of Human-Computer Interaction

Aug. 2014

Carnegie Mellon University (Pittsburgh, PA)

Bachelor of Electrical Engineering, Minor English

Jun. 2013

Beihang University (Beijing, China)

Awards & Leadership

Best Presentation Award in Citrix Annual Hack Week

2015

Creative Director of 2014 CMU Summit

2014

National Championship, Moot Court Oral Competition, Annual China Open

2010

Skills

Design

Wireframing
Interaction Design
Graphic Design
Storyboarding
Personas and Scenarios
Accessibility

UX Methods

Usability Testing
Competitive Analysis
Survey and Interviewing
Contextual Inquiry
Affinity Diagramming
Heuristic Evaluation
Task Analysis

Prototyping Tools

Sketch 3
Axure
Adobe Creative Suite
Keynote

Development

HTML/CSS
Bootstrap
Wordpress
C#/ActionScript

Other skills and interests

English, Chinese, Cantonese
British Parliamentary debate
Fine art (sketching, painting)
Photography
Swimming