

Jessica (Xiaoyue) Wang

Product + User Experience Designer

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Experience

Product Designer

Feb. 2015 – Present

Citrix Systems, Inc (Santa Barbara, CA)

- Created design deliverables for a multi-platform SaaS product in a fast-paced Agile software development environment.
- Collaborated with peers and leadership in Engineering and Product Management to define and prioritize product requirements.
- Designed creative usability testing approaches and conducted iterative remote testing to solve for complex research goals.

UX Architect Design Intern

Sep. 2014 – Jan 2015

The Walt Disney Company (Burbank, CA)

- Designed and developed interactive website prototypes with Axure, and worked with project managers and engineers to refine clients' requirements.
- Conducted research for current site, and created personas and user flows.

UX Design Lead & Visual Designer

Jan. 2014 – Aug. 2014

CMU Capstone Project with Cisco Systems, Inc (Pittsburgh, PA)

- Developed prototypes for user testing, as well as data visualization and graphic design.
- Clarified vision direction and paved the way for final design decisions.
- Conducted research on workplace mobile collaboration in Pittsburgh and San Francisco, and generated key findings.

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

Software

Sketch 3
Axure
Photoshop
Illustrator
InDesign
After Effects
Keynote

Development

HTML/CSS
Bootstrap
Wordpress
C#/ActionScript

Other skills and interests

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