

Jessica (Xiaoyue) Wang

Product + User Experience Designer

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Experience

Product Designer

Feb. 2015 – Present

Citrix Systems, Inc (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 for maps and organization charts.

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

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