

WANER DENG

UX/VISUAL DESIGNER

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WORK HISTORY

628 MEDIA DIGITAL AGENCY, Q1 2019 - PRESENT

- Work with the business founder to redesign the company logo and develop a brand style guide; create original graphic asset that helps convey business proposition and engage with target prospects.

OPC SOCIAL CREATIVE MARKETING, Q1 2019 - PRESENT

- Worked collaboratively with the growth team to develop a marketing strategy, conduct audience research, create branded graphics and compelling content for several monthly campaigns in a fast-paced team environment.

REACH YOUR PEAK.LLC, Q4 2018

- Revamp business owner's YouTube channel and Instagram completely to increase brand awareness and generate relevant traffic to the website, with emphasis on social media audience engagement (improvement up to 989% for posts).

THRIVING FAMILIES, Q4 2018

- Design for all of Client's design needs, including logo, sales material, web page, social media, blog posts, marketing presentation, and any other projects. Develop social media strategy and grow Pinterest account monthly views from 900 to 130K; monthly engaged from 45 to 9000+ in two months.

SURPLUS HANDS, Q4 2018

- Design custom illustrations to convey message on site promotion. Take full control of social media management, Instagram and Facebook, and aim to increase organic traffic by 20% and maintain active followers engaged.

SMOG PROJECT, Q3 2016 - Q2 2017

- Built an VR interactive prototype by using the Unreal Engine. Worked with stakeholders, conducted usability testing, used agile development, established project backlog, produced graphic design assets

STUDY KARMA, Q2 2016

- Conducted user experience research and executed design prototype tailored to specific audience and objectives. Collaborated effectively in diverse work teams. Research methods include: cultural probes, semi-structured interviews, and questionnaire.

EDUCATION

UNIVERSITY OF WASHINGTON, BOTHELL | 2014 - 2017

BA, Interactive Media Design
BA, Business Administration - Marketing Concentration
- 3.58 GPA, Annual Dean's List 2014, 2015, 2016, 2017

GENM SCHOOL - DIGITAL MARKETING | 2019

PERSONAL PROFILE

I'm the talented UX/Visual Designer you have been searching for. I have extensive experience in visual communication, UX design, and digital marketing by working with fast-growing startups. I'm a firm believer in generating results and using analytic for design iteration. I'm eager to have an opportunity to prove my skills and use design to accelerate Fresh Consulting and Clients forward into a new phase of growth.

CERTIFICATION

- GenM Digital Apprenticeship certification
- Google AdWord Certification
- Google Analytics Certification



EXPERTISE

User Experience

- Persona
- Storyboarding
- Usability Testing
- Affinity Diagram
- Usability Testing
- Website Analytics
- Survey
- Low to High Fidelity Design & Prototyping
- User Research

Tool: Adobe Design Suite, Sketch, Final Cut Pro, Microsoft Office

SEO & Content Marketing

- Keyword Research & Mapping
- Content Creation
- Web page structuring

Tool: Moz SEO, Ubersuggest, Google Analytics

Social Media Management

- Target Audience Research
- Community Growth
- Engaging Post Creation

Tool: Instagram, Pinterest, Facebook, LinkedIn, Buffer, Hootsuite

LANGUAGE

Cantonese, Mandarin, English