

Irene Lidia Wang

UX UI DESIGNER

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SUMMARY

I'm a highly creative and innovative UX/UI Designer with experience in delivering end-to-end product experiences, from exploratory research into opportunity definition, from ideation into concepting, from testing into shipping, measuring and iterating.

SKILLS

Design

- Sketch
- Figma
- Adobe Creative Suite (XD, Photoshop, Indesign, Illustrator)
- Principle
- InVision
- Keynote
- Marvel
- Miro

Technical

Basic HTML • CSS • JavaScript

Process

- UX Research
- Ideation and User Stories
- Information Architecture (Navigation, Sitemaps, User Flows)
- Sketching
- Wireframing
- High-fidelity Mockups
- Prototyping and Animations
- Usability Testing
- Branding and UI Style Guide
- Accessibility

EDUCATION

UX UI Design Bootcamp

Springboard (2019-2020)

Mst Art History

Oxford University (2017-2018)

BA Art History

UCL (2014-2017)

INTERESTS / HOBBIES

Drag Queens • Yoga and Meditation • Sustainable Living • Videography

WORK EXPERIENCE

Product Designer

Sept 2020 - Present

Hertility

Hertility is an innovative female healthcare tech company specialised in at-home hormone tests which provide women with information about their fertility. Reporting directly to the COO, I am responsible for:

- Completing redesign of the company's website in only 4 months which consists of over 100 screens, focusing on mobile usability, clean design and improved revenue performance (2x boost)
- Creating 200+ sketches, wireframes, prototypes and visual mockups, and conducted 10+ remote and in-person usability testing with users
- Assembled and maintained style guides, and created over 100 custom icons to replace the previous illustration based system
- Collaborated with a team of 4 front-end and back-end developers to deliver compelling user experiences that realise the UX/UI design vision
- Regularly work in cross-functional teams of over 10 people, including copywriters, software engineers, graphic designers, and a social media manager.

UX UI Intern

Jul 2020 - Aug 2020

Avasarshala

Avasarshala is a mobile app that connects parents to events, opportunities and after-school programs that nurture and nourish the talent of their kids. Reporting directly to the CEO, I was responsible for:

- Designing UI from inception to final product and successfully launched brand new mobile app which increased unique visitors by 50% and achieved 9 out of 10 in satisfaction evaluations among users.
- Performing competitive audits and conducting user research, concept testing, usability testing, and market research
- Developed and maintained an evolving set of design patterns and style guidelines.

Assistant, Modern Art Department

April 2019 - Nov 2019

Sotheby's Auction House

Thanks to this experience, I learnt how to empathise with people and understand their goals and pain points by conducting customer interviews. I also acquired knowledge of how to create a pleasant, productive and memorable customer experience.

UX UI PROJECTS

Skincare Quiz / E-commerce website

[View case study](#)

VIPrivé / E-commerce website

[View case study](#)

KidsClub / Event mobile app

[View case study](#)