



**J.S. "JAYESS" WANG**

UX DESIGNER + RESEARCHER

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## **SUMMARY**

**Creative storyteller, visual strategist, and empathetic advocate of innovative user-centered experiences that align with business goals.**

**Perceptive, adaptable, and tech savvy ENTP-A (Myers-Briggs) leveraging a 20-yr work history in multiple industries and roles in the USA and Asia. Analytical problem-solver with a global perspective.**

## **DESIGN PROCESS**

Interviews  
Focus groups  
Surveys  
Competitive analysis  
User research  
Card sorting  
Info architecture  
Flow diagrams  
Sketches  
Wireframes  
Rapid prototyping  
Usability testing  
Heuristic evaluation

## **TOOLS**

Figma  
Axure RP  
Sketch  
Invision  
Adobe CC  
UsabilityHub  
UserTesting  
HTML / CSS / JavaScript  
Github  
G-Suite

## **LANGUAGE**

Mandarin Chinese

## **RECENT PROJECTS**

### **WHAT DO YOU MEME?™ MOBILE GAME | [view case study](#)**

Convert a popular tabletop game for adults into a mobile game. Techniques used: online surveys, field study (observe real-time game play), contextual inquiry, card sorting, storyboarding, A/B testing, moderated usability testing. Tools used: G-Suite (Forms, Sheet), Figma, UsabilityHub, Loom, YouTube.

### **JW PORTFOLIO | [view case study](#)**

Hand code a responsive portfolio website from scratch and host it on GitHub Pages. Tools include Figma, UsabilityHub, Dreamweaver, HTML5, CSS3, JavaScript, Github.

### **BOXLY | [view case study](#)**

Design an SaaS that allows users to collect, store, and share info all from one place. Techniques used: online surveys, user stories, user flows, A/B testing, unmoderated usability testing (wireframes & mockups). Tools used: G-Suite (Forms, Sheet), Draw.io, Balsamiq, Sketch, InVision, UserTesting.

## **EXPERIENCE**

### **UX DESIGN APPRENTICE | BLOC.IO | Remote 2018**

Complete an **8-mth apprenticeship** under an experienced UX professional. Participate remotely in **daily design critiques** and **weekly design webinars**; collaborate w/ my cohort on Slack; and complete 3 projects.

### **PHOTOGRAPHER | JW PHOTOGRAPHY | Los Angeles 2008 - 2018**

Notable clients include: Bebe, HauteLook (Nordstrom), Halston, Ozsale.

### **IN-HOUSE PHOTOGRAPHER | FOREVER 21 2013 - 2017**

**Second-in-command** to photography supervisor; **train** new photographers; some duties exceed original job title and description. **Collaborate across departments**; demonstrate **corporate diplomacy**.

### **WEB PRODUCER | KAC MEDIA | Los Angeles 2010 - 2011**

**Produce** content, **research** the story, **write** scripts, conduct **interviews**, create video rough drafts. **Start-up work culture** with small, nimble, and fluid teams. **Wear multiple hats**, assisting as needed in all tasks from pre- to post-production.

### **SENIOR EDITOR | ENVISION MBA | Taipei, Taiwan 2006 - 2010**

Asia's #1 education consultancy tailoring **branding & strategy** for prospective applicants to **top 50 MBA programs** worldwide. Hundreds of **successful student placements at**: INSEAD, HEC Paris, London Business School, Wharton, Sloan, Columbia, Oxford, Haas, and many others.

## **EDUCATION**

### **BLOC.IO | UX DESIGN APPRENTICESHIP 2018**

**UNIVERSITY OF SOUTHERN CALIFORNIA (USC) 2006**  
B.A. in English & Creative Writing / Minor in Music Business