



JAYESS "JS" WANG

UX DESIGNER + RESEARCHER

Orange County, CA
 jayesswang.com
 @jayesswang
 +1 626.278.0505

SUMMARY

Visual storyteller, strategic creative, and empathetic advocate of engaging user-centered experiences that align with business goals.

Perceptive and adaptable ENTP-A (Myers-Briggs) leveraging almost 20-yrs of work history in multiple industries and roles in the USA and Asia. Analytical problem-solver with a global perspective.

DESIGN PROCESS

- Interviews
- Surveys
- Competitive analysis
- User research
- Field study
- Personas
- Info architecture
- Flow diagrams
- Sketches
- Wireframing
- Rapid prototyping
- Usability testing
- Heuristic evaluation

TOOLS

- Figma
- Sketch
- Invision
- Adobe CC
- Axure
- 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.

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.

JW PORTFOLIO | [view case study](#)

Hand code a responsive portfolio website (drawing inspiration from Lynn Fisher, Jen Simmons, and CSS Zen Garden) and host it on GitHub Pages. Tools include Figma, UsabilityHub, Dreamweaver, HTML5, CSS3, JavaScript, Github.

EXPERIENCE

UX DESIGN APPRENTICE | BLOC.IO | Remote

2018

Complete an **8-mth apprenticeship** under an experienced UX professional. Participate in synchronous **daily design critiques** and **weekly group sessions**; collaborate w/ my cohort via 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; shoot appealing images that **drive sales**; some duties exceed original job title and description. Demonstrate **corporate diplomacy and collaborate** across departments.

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. **Resourceful** within a limited budget.

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

PORTFOLIO

PAPER PROTOTYPE

A leave-behind marketing material that doubles as my business card. I like to submit it with my resume whenever I meet recruiters and attend networking events. By reimagining my portfolio as a paper prototype, I open a window into my unique perspective as a user experience designer. Also, given the digital era we now live in, many people have expressed to me that the tactile experience of exploring a physical medium is refreshing, engaging, and memorable.

SIDE #1 - INSERT THIS END

Hello, my name is Jayess ("JS"). I'm a UX Designer who enjoys creating user friendly experiences and strives to deliver solutions that meet business goals.

Hats I wear...

- visual storyteller
- creative
- strategic
- insightful problem-solver
- thoughtful leader
- empathetic advocate
- experience researcher
- collaborative partner

DATA-DRIVEN DESIGN PROCESS

DISCOVER
interviews, surveys, user research, field study

ANALYZE
qualitative & quantitative data, personas, mapping

ITERATE
info arch, flow diagrams, wireframes, prototyping

VALIDATE
usability tests, A/B tests, heuristic evaluation

IMPLEMENT
deploy new features and/or products

SIDE #2 - INSERT THIS END

GROUP PROJECT

BOXLY (SAAS)

My Role: UI/UX, Info Arch, Visual Design, Branding

Problem: Users find it difficult to collect, store, and share info all in one place.

Solution: Curate the best features of competitors and combine them into one app.

Results: Users enjoyed the simplicity and capability of Boxly MVP to organize & manage their info and suggested features for future releases.

PERSONAL PROJECTS

100 DAYS OF UI

A daily design project for the next 100 weekdays, where I will focus mainly on micro-interactions, design patterns, and wireframes; and post my results on Twitter @jayesswang.

JW FOLIO – REDESIGN

Experiment with CSS Grid & Flexbox and hand code my website redesign based on the inspiring work of Lynn Fisher, Jen Simmons, and CSS Zen Garden.

MY DESIGN PHILOSOPHY

OWNERSHIP
practice accountability in delivering long-term value & excellence

EARN TRUST
listen attentively, speak candidly & treat others respectfully

TAKE INITIATIVE
step outside my comfort zone & turn obstacles into opportunities

COMMUNITY
surround myself with great people who inspire me to aim higher, grow together & have fun in the process

Let's connect!

Jayess "JS" Wang
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wang.jayess@gmail.com
www.jayesswang.com

END OF PROTOTYPE

