



JAYESS "JS" WANG

UX DESIGNER + RESEARCHER

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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 18-years 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
- Webflow
- Axure
- UsabilityHub
- UserTesting
- HTML / CSS / JavaScript
- Github
- G-Suite

LANGUAGE

Mandarin Chinese

RECENT PROJECTS

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

Solo capstone project. Conduct a feasibility study for converting a popular tabletop game into a mobile game. Techniques used: surveys, real-time field study, personas, card sorting, sketching, user flow diagrams, storyboarding, wireframes, mockups, rapid prototyping, A/B testing, moderated usability testing. Tools used: Figma, UsabilityHub, G-Suite (Forms, Sheet), Loom.

BOXLY | [view case study](#)

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

JW PORTFOLIO | [view case study](#)

Solo project. Hand code a responsive portfolio website and host it on GitHub Pages. Tools include Figma, Dreamweaver, HTML5 / CSS3 / JS.

EXPERIENCE

PHOTOGRAPHER | JW PHOTOGRAPHY | Los Angeles 06.2008 – present

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

IN-HOUSE PHOTOGRAPHER | FOREVER 21

03.2013 – 04.2017

Second-in-command to photography supervisor; **train** new photographers; shoot appealing images that **drive sales**; some duties exceed original job title and description. Demonstrate **diplomacy** and **respect for procedure** across departments in a corporate setting.

WEB PRODUCER | KAC MEDIA | Los Angeles

03.2010 - 07.2011

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

08.2006 – 02.2010

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

EDUCATION

BLOC.IO | UX DESIGN APPRENTICESHIP | REMOTE

06.2017 – 10.2018

Complete a **72-wk design apprenticeship** under two UX professionals who are experts in their field. Participate remotely in synchronous **daily design critiques, weekly group sessions, and whiteboard exercises; collaborate** asynchronously w/ my cohort via Slack; and **present** 3 completed projects.

UNIVERSITY OF SOUTHERN CALIFORNIA (USC)

09.1997 – 12.2006

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 and creativity as a user experience designer. Also, given the digital era we now live in, many people consider the tactile experience of exploring a physical medium to be refreshing, engaging, and memorable.

