



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
Sketch
Invision
Adobe CC
Axure RP
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; shoot appealing images that **drive sales**; some duties exceed original job title and description. Demonstrate **corporate diplomacy and collaboration** 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** with 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