



JAYESS "JS" WANG

UX DESIGNER + RESEARCHER

Orange County, CA
 jayesswang.com
 @jayesswang
 wang.jayess@gmail.com
 +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 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

UX / WEB DESIGNER | FREELANCE | Remote

06.2018 - present

Current client(s): Xponent Audio. Tools: Figma, Wordpress, HTML/CSS.

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.

SIDE #1 - INSERT THIS END

SIDE #2 - INSERT THIS END

REMOVE & FLIP OVER TO SIDE #2

END OF PROTOTYPE

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
+1 626.278.0505
wang.jayess@gmail.com
www.jayesswang.com

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

RECENT PROJECTS
WHAT DO YOU MEME? MOBILE GAME / view case study Solo customer project. Conduct a mobile game. Tech review for converting a popular tabletop game into a mobile game. Techniques used: surveys, remote testing, user flows, storyboarding, wireframes, rapid prototyping, A/B testing, user-centered usability testing. Tools used: Figma, Axure, UsabilityHub, G-Suite (Forms, Sheets, Loom).

BOXLY / view case study
Design, brand, and test a SaaS that allows users to collaborate with a team in real time.

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

CAPSTONE PROJECT (SOLO)
WHAT DO YOU MEME? MOBILE GAME

My Role: UX/UI, Research, Info Arch, Usability Testing

Problem: Convert a popular card for adults into a mobile game.

Solution: Keep only the top three game mechanics and "translate" all others to fit within a mobile format

Results: Users across all age groups described the mobile version as "just like the card game" and "easy to play".