

Leah Wang

Product Designer



<https://leah-wang-design.github.io/portfolio.github.io/> ↗

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Experience

Buywithme, Product Designer (Contractor)

May 2021 - Present, U.S. Remote

- Work with business founder and manager on launching a social shopping app that helps users get deals by connecting with others.
- Conduct surveys and user testing with the existing products to gain user insights. Create design iterations, wireframes, UI design based on insights from user testings and business needs.

SalesChamp, Product Designer (Freelance)

Jan 2021 - Present, Greater Boston Area

- Work as the sole designer with a developer team of three on a B2B app for Shopify users, assist front-end developers with HTML/CSS.
- Conducted effective design sprints to define MVPs and created information architecture and critical user stories for the app.
- Created user research, design iterations, high-fidelity designs for the invoice feature, and handoff the design to the engineering team.

Broward Public Schools, Product Designer (Contractor)

Sep 2020 - Jan 2021, U.S. Remote

- Led a design team of three developing an online teaching app that improves teaching efficiency, class engagement with fun and interactive learning experiences for the elementary school teachers.
- Conducted user research, interviews, and competitive analysis to define problems and gain user insights from the teachers.
- Created wireframes, design iterations, final UI designs, and interactive prototypes. The design received more than 80% of interviewers' positive feedback on usability and learnability and scored 4.6/5 in user satisfaction rate for the experiences.

CBT, Designer (Full-time)

Dec 2017 - Sept 2020, Boston, MA

- Designed approximately 4 major projects per year of an average of \$250 million in build-design value. Worked on designs from concepts to launch stages with applied human-centric design thinking.
- Created innovative designs based on user research to improve the user experience for Abu Dhabi residents countering urban heat. The project was launched in early 2021 and significantly improved the local thermal comfort level (3-5 degrees) and tourism growth.
- Produced compelling data visualizations, 3D models, design narratives as deliverables to the clients. Facilitated design workshops for key stakeholders, including designers, PMs, and engineers.

Education

Columbia University in the City of New York

M.S. Architecture and Urban Design | 2017

Beijing Forestry University

B.E. Urban Planning and Urban Design | 2016

Georgia Institute of Technology

Human-Computer Interaction Certificate | 2020

Skills

UX/UI Design

Figma, Sketch, Adobe XD, InVision, Principle, Marvel, Balsamiq

Programming

HTML, CSS, Javascript, Bootstrap, jquery

2D Graphic

Adobe Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere), AutoCAD, ArcGIS

3D Modeling/Graphic

Rhino, Grasshopper, Sketchup, Unity, 3Dmax Studio, Maya

User Research/Testing

Competitive Analysis, Empathy mapping, Affinity Diagram, Survey, Interview, User testing

Design Awards

'Ripple' - Director's Choice Award ↗

Arch Out Loud competition, 2017

'Nogales Station' - Finalist Award ↗

Archstorming competition, 2017