

# Leah Wang

## Product Designer



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

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## | Experience

### **Buywithme**, Product Designer

May 2021 - Present, U.S. Remote | Contractor

- 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, and UI design for the mobile app based on user testings and business needs insights.

### **SalesChamp**, Product Designer

Jan 2021 - Present, Cambridge, MA

- Work as the sole designer with a cross-functional team on a B2B web app for Shopify users, assist developers with HTML/CSS.
- Translate business requirements, user needs, and technical requirements into visually enticing and intuitive designs.
- Created the invoice feature from ideation to final deliverables and handoff the design to the engineering team.

### **Broward Public Schools**, Product Designer

Sep 2020 - Jan 2021, U.S. Remote | Contractor

- Led a design team of three developing an online teaching desktop 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, mock-ups, 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

Dec 2017 - Sept 2020, Boston, MA

- Created innovative designs to improve the user experience for Abu Dhabi residents countering urban heat meeting intensive deadlines. The project was launched in early 2021 and significantly improved the local thermal comfort level(3-5 degrees) and tourism growth.
- Designed approximately 4 major projects per year of an average of \$250 million in build-design value. Worked on designs from research to concepts and launch stages with human-centric design thinking.
- Produced compelling Motion graphics, 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 | 2016-2017

### **Beijing Forestry University**

B.E. Urban Planning and Design | 2011-2016

### **Georgia Institute of Technology**

Human-Computer Interaction Certificate | 2019-2020

## | Skills

### **UX/UI Design**

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

### **Programming**

HTML, CSS, Javascript, Bootstrap, jquery

### **2D Graphic**

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

### **3D Modeling/Graphic**

Maya, Revit, Rhino, Grasshopper, SketchUp, Unity, 3Dmax Studio

### **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