

Leah Wang

Product Designer



<https://leah-wang-design.github.io/portfolio.github.io/> ↗
fw2286@columbia.edu

| Experience

Buywithme, Product Designer

May 2021 – Present, Remote | Freelance

- Work with founder and business manager in a design team of three on a social shopping website.
- Establish fundamental UX experience for the MVP of the app via user journey mapping and wireframe designs.

SalesChamp, Product Designer

Jan 2021 – Present, Greater Boston Area

- Work with a developer team of three on a B2B app for Shopify users.
- Conducted generative and evaluative research, design iterations, high-fidelity design, and prototypes. Shipped the invoice feature.
- Created wireframes, information architecture, and user stories for the app in an agile environment.

Broward Public Schools, Product Designer

Sep 2020 – Jan 2021, Remote | Freelance

- Led a design team of three developing an online teaching app that improves teaching efficiency, class engagement with fun and interactive learning experiences.
- Organized and facilitated internal weekly meetings.
- Conducted user research, interviews, and competitive analysis to define problems and gain user insights.
- Created wireframes, wire flows, design iterations, final UI designs, and interactive prototypes.

CBT, Designer

Oct Dec 2017 – Sept 2020, Greater Boston Area | Full-time

- Conducted analysis and research for architectural and urban design projects for buildings and cities in UAE and U.S. cities.
- Created concepts and design iterations for award-winning competitions.
- Collaborated with a large team of designers, project managers, engineers from early concept through construction phases.
- Produced analysis diagrams, data visualization graphics, 3D graphics, 3D models, rendering, design narratives, and prepared design presentations and reports for clients' meetings.

| 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

Springboard

UX Design Certificate | Dec 2020 – May 2021

| Skills

UX/UI Design

Figma, Sketch, Adobe XD, InVision, Principle, 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