

# ANNIE WANG

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## UX / UI RESERACH AND DESIGN

Hi! I am a UI/UX designer with a passionate, curious and persistent mind. I have a diversified background with business, media and design. I enjoy providing users with simple, clean and modern experience.

## EXPERIENCE

### UI/UX Designer / Team Lead

Red Academy, Vancouver 2019 - Current  
Lead design team of 4 and responsible for user experience, interface with a focus on usability and team communication.

### Lead Designer / Front-end developer

JIN, Tokyo 2019  
Provided first influencer network services in Japan. Responsible for UI/UX, user testing and front-end development.

### Senior Consultant - UX & Strategy

E. Sun Financial, Taipei 2016 - 2018  
Researched customer behaviour and drafted strategies for bank transformation projects. Increased sales by 36.2% YoY and staff referring rate by 125%.

### APAC Team - UX Research & Branding

UBS AG, Taipei 2015 - 2016  
Lead APAC team to rank CSR No.1 in UBS. Increased 120% engagement rate by analyzing user preference and utilizing digital contents.

### Journalist & Comm. Coordinator

WWD Foundation, California 2010 - 2014  
Interviewed artists, researched local market, and organized world wood day events in 10+ countries in from Europe, Africa to Asia.

## HONORS & AWARDS

### 1st Place

Girls in Tech Hackathon, Vancouver 2019  
Created an AI fire prediction model & real-time alert interactive app

### Tech Projects Awards 2018

The Banker, Global 2018  
Researched and provided user-centric solutions to detect & track fraudulent bank accounts.

### UBS Taiwan CSR No. 1

UBS AG, APAC 2016  
Researched, drafted strategy, created digital content and communicated with third parties.

### Most Potential Business Plan Award

NCTU Hackathon Competition 2015  
Designed a tailor-made clothing matching app that bridged entrepreneurs and designers

### Founder & the President

NCTU Global MBA Committee 2015  
Organized national and international seminars, the youth volunteer program and alumni parties.

## EDUCATION

### Global MBA 2014 - 2016

National Chiao Tung University, Taiwan  
Duo Program: Babson College, USA

### B.A. Communication & Media 2006 - 2010

National Cheng Chi University, Taiwan  
(Top 1 nation-wide)

## SKILLS

### UX Methods

User Interviews  
Affinity Diagram  
Storyboarding  
Wireframing  
Prototyping  
Sketching  
Usability Testing  
Rapid Prototyping  
Responsive Design  
User-centered Design  
Project Management

## TOOLS

### Design

Illustrator  
InDesign  
Photoshop  
Invision  
Sketch  
Principle  
Flinto

### Programming

HTML5  
CSS3  
Vanilla Javascript

## CERTIFICATES

### Interactive Design Foundation

Psychology, User Behaviour, User Experience  
Member Certificate #53909

### Sololearn

HTML, CSS, JavaScript  
Course Certificate #14108555

## INTERESTS



## LANGUAGES

Mandarin ●●●●●  
Native  
English ●●●●●  
Fluent  
French ●●●●●  
Intermediate