

# ANNIE YINING WANG

Leverage extensive UX expertise, strategic insight, and servant leadership to innovate and enhance user experiences

yi-ningwang.com

www.linkedin.com/in/annieyingwang

annieynwang@gmail.com

## RECENT EXPERIENCES

- **Lead UX & UX Manager**  
Zoocasa x eXp Realty (2022 Dec - Present)
- **Lead UX**  
Zoocasa (2022 Jan - 2022 Dec)
- **UX Mentor | Concordia University**  
Concordia University (2022 Jan - Present)
- **Principal UX Designer**  
QuoteToMe (2020 May - 2022 Jan)
- [View More Experiences](#)

## SKILLS

Strategic UX Leadership,  
Organizational Leadership, Product  
Road Mapping, AI Integration in Design,  
Data-Driven Design Decision Making,  
Cross-functional Team Management,  
Stakeholder Communication.

Lean UX, Affinity Diagram, Information  
Architecture, Rapid Prototyping,  
Responsive Design, User-Centred  
Design, A/B Testing, Affinity Diagram,  
Wireframing, Prototyping.

## TOOLS

Figma  
Miro  
Notion  
Dovetail  
Grain  
Crazyegg  
Mixpanel  
Adobe Creative Suite

## ACCOMPLISHMENTS

- Managing a cross-disciplinary UX team, fostering collaboration and a shared mission to quantify and amplify UX impact.
- Spearheaded the creation of a centralized user feedback database for data-driven design and led the integration of AI in workflows, quadrupling (+4x YoY 2022-2023) efficiency.
- Instituted a comprehensive UX process, integrating quantitative and qualitative research and design.
- Increased email user engagement (+23.7%) and website users (+13.2% YoY 2022-2023).
- Exhibits comprehensive expertise, effective communication, motivational leadership, and a commitment to ongoing learning and inclusivity in the UX field.
- Solely responsible for the company's UX design - launched the mobile app in 1 month and revamped the website in 2 months.
- Increased user completion rate (95% ) for procurement features, as per Mixpanel analytics, strengthening product adoption.

## HONOURS & AWARDS

### Top 1% Mentor Worldwide

ADPList Global (2022)

Successfully cultivates a new generation of UX designers, equipping them with enhanced skills, critical thinking abilities, and a deep understanding of user-centred design principles.

### Winner (1st Place) of the Hackathon

Girls in Tech Vancouver (2019)

Developed an AI-based predictive model and a real-time interactive application for fire alerts.

### Tech Projects Awards 2018 | The Banker

The Banker (2018)

Conducted research and developed user-focused strategies for identifying and monitoring fraudulent banking accounts.

## EDUCATION

### Global MBA (Hons.)

Babson College, USA (Entrepreneurial Studies)

National Chiao Tung University, Taiwan