

YINING WANG

SENIOR UX DESIGNER

yi-ningwang.com

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A design, psychology, and human behavior enthusiast who is passionate about bringing creativity to life!

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UX EXPERIENCE

Lead UX Designer

QuoteToME, Canada | 2020

Own the entire design product, conduct user testings, design low to hi-fi wireframes on Figma, prototyping and work closely with Dev team, Project Manager and C-levels.

UI/UX Design Lead / Mentor

Red Academy, Vancouver | 2019

Mentor UBC students for design workshops. Led the design team of 4 and responsible for team communication, user research, design iterations with a focus on usability.

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.

EDUCATION

Global MBA

National Chiao Tung University, Taiwan
Babson College, USA | Class of 2016

B.A. Communication & Media

National Cheng Chi University, Taiwan
Top 1 nation-wide | Class of 2010

CERTIFICATES

Interactive Design Foundation

Psychology / UX / UI | Cert. #53909

Sololearn

HTML, CSS, JS | Cert. #14108555

AWARDS

1st Place of Hackathon

Girls in Tech, Vancouver | 2019

Created an AI prediction model & real-time interactive app for fire alert.

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 market, communicated with 3rd parties, drafted strategy, and created digital contents.

Most Potential Business Plan Award

NCTU Hackathon Competition | 2015

Designed an haute couture garment app that bridged customers and fashion designers.

SKILLS

UX Methods

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

TOOLS

UI Design

Adobe XD	Invision	HTML5
InDesign	Sketch	CSS3
Photoshop	Principle	Javascript

Programming

LANGUAGES

Mandarin	Native
English	Fluent
French	Intermediate