

# YINING WANG

## UX / UI RESEARCH AND DESIGN

yi-ningwang.com

www.linkedin.com/in/annieyingwang

A design, psychology, and travel enthusiast who loves to code her own ideas.

annieynwang@gmail.com

1-778-988-2529

## EXPERIENCE

- **UI/UX Designer / Team Lead**  
Red Academy, Vancouver | 2019 - Current  
Led design team of 4 that was 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 research and design, 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.

## 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 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	Vanilla Javascript

### Programming

## LANGUAGES

Mandarin	Native
English	Fluent
French	Intermediate