

# YINING WANG

## SENIOR UX DESIGNER

A design, psychology, and human behavior enthusiast who enjoy bringing clarity to creativity.

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## UX EXPERIENCE

### UX Designer

QuoteToMe, Canada | 2020 May-Present  
Currently leading the UX design direction with bi-weekly sprint and manage the entire design product. Built the whole company product from the scratch and brought QuoteToMe iOS/Android App and responsive website online within 5 months that helped secured 2.5M VC investment in 2021.

### UX Design Lead

Red Academy, Vancouver | 2019 April-2020 April  
Led a design team of 5, responsible for end-to-end UX designs with user testings, and communicated with dev team and clients and gained high satisfaction rate >90% from clients.

### Senior UX designer

E. Sun Financial, Taipei | 2016 Jun-2019 Mar  
Experienced with data driven designed with focuses on customer behaviours and drafted strategies for online banking transformation designs. Increased sales by 36.2% YoY and staff referring rate by 125%.

### UX Designer

UBS AG, Taipei | 2015 Jun - 2016 May  
Conducted user interviews and participated weekly APAC team design workshops. Helped Taiwan UBS ranked CSR branding No.1 in UBS AG. With data driven design improvement, the design had increased employees' engagement rate by 120%.

## SKILLS

### UX Methods

A/B Testing	Information Architecture
User Testing	Responsive Design
Storyboarding	User Interview
Wireframing	Affinity Diagram
Prototyping	Rapid Prototyping

## TOOLS

### UX Design

Figma Adobe XD  
Invision Sketch  
Miro Mixpanel

### Programming

HTML5  
CSS3  
Javascript

## AWARDS

### 1st Place of Hackathon

Girls in Tech, Vancouver | 2019  
Designed AI prediction model & real-time interactive app for alerting users ongoing Canadian forest fires.

### Tech Projects Awards 2018

The Banker, Global | 2018  
Used big data to designed user-centric dashboard solutions to detect & track fraudulent bank accounts in personal banking sector.

### UBS Taiwan CSR branding No. 1

UBS AG, APAC | 2016  
Interviewed 3rd parties (Taipower) and designed user flows that engaged more staffs from Taiwan UBS to purchase renewable energy.

### Most Potential Business Plan Award

NCTU Hackathon Competition | 2015  
Designed an haute couture garment app that bridged customers and fashion designers.

## EDUCATION

### Global MBA

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

### B.A. Media and Communication

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

## LANGUAGES

English Fluent  
French Intermediate  
Mandarin Native