

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