

# ANNIE WANG

UX / UI RESEARCH AND DESIGN

A design, psychology, and travel enthusiasts who loves to code her own idea.

## EXPERIENCE

### UI/UX Designer / Team Lead

Red Academy, Vancouver 2019 - Current

Lead design team of 4 and 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.

### Journalist & Comm. Coordinator

WWD Foundation, California 2010 - 2014

Interviewed artists, researched local market, and organized World Wood Day events in 10+ countries from Europe, Africa to Asia.

## RECOGNITIONS

### 1st Place

Girls in Tech Hackathon, 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.

### The Most Potential Business Plan Award

NCTU Hackathon Competition 2015

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

### The Founder & the President

NCTU Global MBA Committee 2015

Organized national and international seminars, the youth volunteer program and alumni parties.

## EDUCATION

### Global MBA 2014 - 2016

National Chiao Tung University, Taiwan

Duo Program: Babson College, USA

### B.A. Communication & Media 2006 - 2010

National Cheng Chi University, Taiwan

Top 1 nation-wide

## SKILLS

### UX Methods

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

## TOOLS

### Design

Illustrator  
InDesign  
Photoshop  
Invision  
Sketch  
Principle  
Flinto

### Programming

HTML5  
CSS3  
Vanilla Javascript

## CERTIFICATES

### Interactive Design Foundation Cert. #53909

Psychology/Interactive Design/User Experience

### Sololearn Cert. #14108555

HTML, CSS, JavaScript

## INTERESTS



## LANGUAGES

Mandarin Native ●●●●●  
English Fluent ●●●●●  
French Intermediate ●●●●●