Wennie Wen

Product Designer

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SKILLS

Design

UX Design • Visual Design • Interaction Design • Design System • Wireframes • Prototype • Storyboarding • Journey Mapping • Affinity Mapping Information Architecture • Branding • Graphic Design

Research

Survey • User Interviews • Personas • Affinity Mapping Usability Testing • A/B Testing

Development

Marketing • Business Development • Problem Solving

TOOLS

Figma • Sketch • Adobe XD • Invision • Marvel • Miro • Photoshop • Illustrator • Indesign • Office Suite • Mailchimp

LANGUAGE

English • Chinese

EDUCATION

New York Institute of Technology / M.A. in Communication Arts
SEP 2016 - MAY 2018

The University of Adelaide / B.A. in Media
FEB 2012 - DEC 2015

WORK EXPERIENCE

New York Tung Ren Tang, New York / Product Designer
September 2021 - Present

- Designed company e-commerce website from 0 to 1, including branding, UIUX design.
- Contributed significantly to the company's remarkable **achievement** of a 300% revenue growth within a year, spearheading strategic online marketing initiatives.

Li & Associates Design Studio Inc, New York / Business Manager
June 2018 - February 2022

- **Managed** design business development and client communication.
- Crafted an innovative company website, skillfully arranging information through strategic information architecture.
- **Achieved** a remarkable 600% increase in Instagram followers within a two-year period through strategic social media management.

PROFESSIONAL PROJECT

Trellis Health, Seattle / Product Designer
July 2022 - October 2022

- Conducted interviews with 20 expectant mothers and **strategized** for the product direction by **leveraging the findings** of user preferences and concerns from the user research, experiences, and journey maps to shape design strategy.
- **Worked collaboratively** with the founder and software engineers to ensure the accurate execution and smooth integration of design concepts.
- Successfully **orchestrated** onboarding processes encompassing intricate Privacy and Terms procedures while seamlessly facilitating the integration of Health (EMR) Data connections.

PHRQL Nutrition Inc, Pittsburgh / Product Designer
March 2022 - July 2022

- Conducted a thorough product audit, initiated interviews with 5 dietitians, and actively collaborated with them to strategically **restructure** personalized meal plan schemes while establishing SMART goals for patients.
- **Redesigned dietitian SaaS software** and assisted in creating a unified design system, resulting in a notable 50% increase in dietitian workflow efficiency.
- **Redesigned patient mobile app** by innovatively crafting 3 personalized and fully customizable meal plan choices. Empowered patients with editing capabilities and greater control, garnering **highly positive** user and stakeholder feedback.

Aspired Inc, Los Angeles / Product Designer
March 2022 - May 2022

- **Led** project management, orchestrating a product redesign of onboarding and check-out processes through competitive analysis and user interviews.

UserX Design Agency, Sydney / Product Designer
MAY 2021 - December 2021

- Redesigned the Australian governmental teaching website Victorian Institute of Teaching. Delivered responsive web designs **under tight deadlines and strict government regulations constraints**.