

QIANYI (CATHY) WANG

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SUMMARY

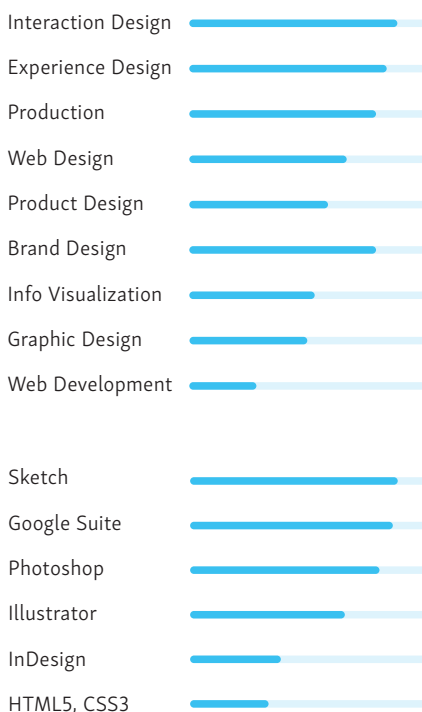
UX designer passionate in creating influential experience through user-centered design theory and critical thinking. My current experience excelled my work ethic in terms of coordination, prioritization, and execution. Detail-oriented individual seeking a creative and challenging role while continuing to learn and expand skills and knowledge of emerging design trends and standards.

EDUCATION

M. S. INFORMATION MANAGEMENT
8/2012 - 12/2014
Syracuse University, Syracuse, NY

USER EXPERIENCE AND WEB DESIGN CERTIFICATE
1/2017 - 3/2019
UCSC Extension, Santa Clara, CA

SKILL SET



EXPERIENCE

WEB DESIGNER 4/2017 - 4/2018
APPLE (VIA PRO UNLIMITED), SUNNYVALE, CA

- Optimized user experience and interface for business requirements and kept consistent with comparable websites and apps.
- Created design standards with developers, mocked up and prototyped new features, and ensured the product meets standard UI specs.
- Built content library for the team to iterate fast with design decisions.

MAJOR PROJECT:
MAPSCONNECT

PRODUCTION ARTIST 2/2016 - 12/2016
APPLE (VIA SCHAWK), CUPERTINO, CA

- Designed high resolution screens of Apple devices for marketing purposes in deadline-driven environments.
- Created best practices for global elements used in screens, expanded the archive of team content, and contributed to process improvement for team pipeline.
- Refined UI requirements with the client according to brand standards and guidelines; ensured client is up to date with project status.

MAJOR PROJECTS:
WWDC 2016; APPLE SPECIAL EVENTS 2016

PRODUCT DESIGNER 7/2015 - 3/2019
UCSC EXTENSION, SANTA CLARA, CA

- Designed multiple digital products by applying user-centered design principles.
- Managed design processes from ideation to final product, visualized clients' requests with intuitive and delightful user flows that align with quality standards.
- Communicated design techniques and approaches to inspire the team.
- Delivered visual solutions upon clients requirements of business improvement.

COMMUNICATION DESIGNER 4/2018 - PRESENT
GOOGLE (VIA ADECCO), MOUNTAIN VIEW, CA

- Composed executive level of presentations, expedited work flow and reduced workloads by creating templates for various communication tasks.
- Revitalized teams with strong visual identity incorporating parent brand standard. Prioritized projects with tight timelines, collaborated with clients across functions.

MAJOR PROJECTS:
GOOGLE I/O 2019, WEB SUMMIT 2018

GRAPHIC DESIGNER 1/2015 - 8/2015
NAPLUS BRANDING INSTITUTION, BOSTON, MA (REMOTE)

- Provided print layouts using refined graphic and typographic design.
- Communicated with clients for updated requirements.
- Worked closely with creative and marketing team to optimize campaign results.

MAJOR PROJECTS:
GIANTBUG BOOKLET AND LEAFLET DESIGN; DIGITAL CAMPAIGN