YAN WONG

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User experience (UX) designer with B2B, B2C, marketing, and digital employee experience. Versed in aligning with cross-functional teams to solve complex problems and executing data-driven design decisions. A design thinker who is passionate about optimizing design processes and promoting inclusive design across organizations.

EXPERIENCE

Adroll
San Francisco. CA | Apr 2022 - Present

Senior Product Designer

- Lead the end-to-end design process for email, ad creatives and onboarding experience. Collaborate cross-functionally to enhance the SaaS product.
- Solve complex problems by developing design strategies, identifying key interactions, and testing concepts with prototypes.
- Conduct user research throughout the design process and effectively communicate the results to leadership and cross-functional teams.
- Manage design system and initiate collaborations with the engineering and product management teams to create more efficient process flow.

Malwarebytes
Santa Clara. CA | Jun 2021 - Apr 2022

User Experience Designer

- Led the end-to-end design process from concept to execution and ideated new features for the consumer support site to reduce 10% of support tickets.
- Executed data-driven designs based on user-centered design methods and conduct user research to gather insights about the users' mental models and emotions.
- Organized and facilitated design workshops for cross-functional teams (engineering, product marketing, product managing, branding, support) to redesign user journeys in order to increase revenue.

WELLS FARGO
Pleasanton. CA | Aug 2016 - May 2021

Product Designer

- Led user-centered initiatives driven by the head of corporate communications to update the portal experience through balancing user feedback and business requirements.
- Executed the end-to-end Android and IOS responsive web experience for People Search. Improved the tool by crafting clear design strategies and interactions based on user-centered design methods.
- Collaborated cross-functionally (product owner, engineers, product manager, AI SME, content writers) to create a new product from scratch and refined requirements for the AI Chatbot project.

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS.

Bachelor of Arts (B.A.), Design
Sept 2011 - Mar 2013

GPA: 3.83 | First Year Scholar, Fall 2011
Design Program Citation for Outstanding Performance
Member of The Honor Society of Phi Kappa Phi

DE ANZA COLLEGE
Sept 2009 - Jun 2011
GPA: 3.98

SKILLS

Prototyping
Sketch
Figma
Invision

Web:
HTML 5
CSS
Basic JQuery

Graphic:
Photoshop (PS)
Indesign (IN)
Illustrator (AI)

Others:
After Effect (AF)
Final Cut Pro
Premiere

Language:
English
Mandarin
Cantonese

Certifications

Nielsen Norman Group UX Certificate
UX Management Specialty
Credential ID 1031301

HFI-Certified Usability Analysts
Credential ID 2018-7101

Certified Practitioner of Human-Centered Design

Deque University Web Accessibility Curriculum 2.0