

# Sasha Wang

Product/UX Designer

sashauxdesign.com

sasha.uxdesign@gmail.com

619-577-3007

## About me

I am a passionate UI/UX designer and creative problem solver. With extensive experience in SaaS, enterprise, and e-commerce, I design intuitive, user-centric, end-to-end solutions that create impactful and delightful experiences.

## DePaul University

Mar.2021 - Mar.2023 | GPA 3.96

M.S. Human Computer Interaction

## San Diego State University

Aug.2016 - Aug.2020 | GPA 3.64

B.A. Graphic Design

Minor Computer Science

## Skills

**Research:** Lean approach · Interview · Affinity diagram · Contextual inquiry · Usability testing · A/B Testing · Jobs-to-be-Done · Information architecture · Heuristic evaluation · Task analysis · Comparative analysis · Statistic analysis · Survey · Observation · Cognitive walkthrough

**Design:** Concept Sketch · Design Thinking · User Journey · Scenarios · Persona · Storyboarding · Low to high fidelity design · Wireframing · Prototyping · Design system · Data Visualization · User flow · Task flow · Interaction design · Design for accessibility · WCAG · Visual design · Mockups · Illustration · Responsive Web Design

**Prototyping tools:** Figma · Sketch · Axure · Adobe XD · Adobe Creative Suite · Balsamiq · InVision · After Effect · HTML/CSS/JavaScript

**Collaboration:** Organizing workshops and design critique · Self-starter · Proactive · Systematic · Design thinking · Detailed-orientated · Communicative · Open-minded · Retrospective · Flexible

**Programming:** Java · PHP · MySQL · React · MongoDB · Android Studio · R

## Languages

Mandarin

English

## SAP, UX Design Intern

Sep.2022 - Mar.2024 | Newport Beach, CA

Created and validated two versions of end-to-end solutions for a machine-learning dynamic task prioritization SaaS Industry Cloud suite product. Incorporated customer and user research, including user interviews and usability testing, to drive the iterative design process, collaborating with engineers, product managers, and stakeholders from initial development to customer release. Designed user-centric, impactful and innovative solutions using Design Thinking methodologies and a lean iterative design process, from ideation and wireframing to the hand-off of high-fidelity prototypes for production throughout all stages of product development, in partnership with global teams including engineers, product managers, and stakeholders. Adhered to the global design system and aligned with the product roadmap for Revenue Growth Planning, a SaaS product focused on streamlining promotions planning.

Conducted initial discovery and continuous customer/user research throughout the product development process: testing hypotheses, concepts, prototypes, and transforming research findings into actionable solutions and UX artifacts (user flows, use case, scenarios, personas, storyboards, user journeys, wireframes, etc.) to inform design decisions and drive iterative improvements.

Created design system components and specifications, documented research studies and design iterations, and performed implementation checks and bug testing for the coded software.

## Ameritas, UX Design Intern

Jun.2022 - Aug.2022 | Remote

Solved complex interaction problems and conceptualized them into innovative, clearly designed solutions. Dealt with UX digital product design to meet project goals and requirements across numerous insurance business lines at Ameritas, crafting user journeys, user flows, wireframes, prototypes, and digital assets for developers.

## Virufy, UX Designer

Jun.2022 - Aug.2022 | Remote

Led the team of 2 designers to create a scalable design system library to drive overall website visual consistency for a non-profit organization that uses AI to detect COVID from cough patterns.

## NHN Global Inc., UI Designer

Nov.2020 - Mar.2021 | Los Angeles, CA

Redesigned the buyer dashboard interface following current UI guidelines for FashionGo, a one-stop wholesale e-commerce platform that connects buyers and sellers at all stages. Developed web assets to boost global audience engagement consistently across brand touchpoints.

## SDSU Language Research Lab, UX Designer/Front-end Developer

Aug.2019 - Aug.2020 | San Diego, CA

Led the research and design of a comprehensive language material content management system as the sole designer, taking it from 0 to 1. Validated user flows and developed information architecture and intuitive navigation through both qualitative and quantitative user research. Designed wireframes, mockups, and interactive prototypes for mobile and desktop applications using an iterative process informed by a lean startup approach. Implemented front-end design and integrated it with back-end data using HTML, CSS, PHP, and JavaScript. Collaborated with the back-end engineer via a Git server within the CakePHP framework and MySQL.

## Luna Commerce, UX Designer

Jun.2014 - Jul.2016 | Shenzhen, China

Conducted contextual inquiry and analyzed user requirements to identify the pattern of fast-paced wholesale daily operations for a complex internal enterprise software application in Business-to-Business (B2B) supply-chain international trading company. Conducted quantitative/quantitative research of 5000+ electrical components to establish expandable bilingual product management model solutions.

Solved problems for the international order processing lifecycle that improved efficiency by 50%, reduced order return rate from 10% to 5%, and designed customer relationship management (CRM) solutions. Created order processing flows, iterated on wireframes and prototypes, and tested end user functionality operations to satisfy mutual needs across 6 different departments: Sales, Sales Assistant, Photography, Warehouse, Test, and Finance.