

Javan Wang

Product Designer | Student Engineer

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> SUMMARY

- Extensive experience with all steps of the product design process for both mobile and web developments.
- 3 years of cumulative working experience. Took ownership over numerous B2C and B2B projects and features through their entire design lifecycle from ideation, mockups, prototyping, user testing, to production.
- Knowledge of user testing and UX methods and best practices through mentorships and rigorous readings.
- Strong emphasis on product usability, meticulous attention to detail and visual coherence.

> WORK EXPERIENCE

Product Designer | Noom Inc New York | Aug - Dec 2016

- Lead the initiative for the creation of an **UI library** for B2B web-based deployments. Saving on average **18 man-hours per client deployment**.
- Established design guidelines for both web and mobile B2C development.
- Worked closely with PMs to implement, prototype and user test new features.

Game UX Designer | Uken Games Toronto | Jan - Apr 2016

- Created and prototyped the experience, interface, interactions, and animations for multiple major in-game systems and workflows.
- Led the design and analysis of the Q1 user playtest; collaborated with UX team to dissect user behaviour following over **50 users** across a **7-day study**.
- Improved enjoyability and usability of the core PvE experience through prototyping and extensive **A/B testing**.

UI/UX Designer | Roadmunk Toronto | Apr - Aug 2015

- Responsible for major product design decisions. Designed major product features including Weekly Planning, Reviewer Mode, and Archiving. Created working prototypes to showcase behaviour. **Increased paid user conversion**.
- Developed **branding guidelines** for web & print for B2B sales and marketing.
- Overhaul of company landing page to **improve SEO** and **reduce bounce rate**.

> RELEVANT PROJECTS

Leggo Event Mobile | Passion project Sep 2015 - Ongoing

- Lead designer of Leggo Event, redesigned and launched V2 in July 2016.
- Developed brand identity and design guidelines for the web, app, and print.
- Over **3000 downloads** combined on App Store and Google Play, 4.7/5 rating.

Coach Dashboard | Noom Hackathon Nov 2016

- Redesigned and prototyped a new internal dashboard inspired by Slack.
- Won the **JFK award** for best quality of life improvement for coaches.

> TECHNICAL SKILLS

Skills

Interface & experience design
User testing
Market research
Frontend development
Branding strategy
Interaction design
Digital prototyping
Technical writing
Animation
Vector illustration

Tools

Sketch, Photoshop, Illustrator
InVision/Marvel/Flinto
UXPin, Figma
HTML, SASS/LESS
jQuery

> EDUCATION

University of Waterloo

B.ASc Candidate, grad 2018
Engineering, Honours Co-op
September 2013 - April 2018

> INTERESTS

Board games
Video games
Cooking
Indie game development