



JAYESS "JS" WANG

UX DESIGNER + RESEARCHER

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SUMMARY

Visual storyteller, strategic creative, and empathetic advocate of engaging user-centered experiences that align with business goals.

Perceptive and adaptable ENTP-A (Myers-Briggs) leveraging 18-years of work history in multiple industries and roles in the USA and Asia. Analytical problem-solver with a global perspective.

DESIGN PROCESS

Interviews
Surveys
Competitive analysis
User research
Field study
Personas
Info architecture
Flow diagrams
Sketches
Wireframing
Rapid prototyping
Usability testing
Heuristic evaluation

TOOLS

Figma
Sketch
Invision
Adobe CC
Webflow
UsabilityHub
UserTesting
HTML / CSS / JavaScript
Github
G-Suite

LANGUAGE

Mandarin Chinese

RECENT PROJECTS

WHAT DO YOU MEME?™ MOBILE GAME | [view case study](#)

Solo capstone project. Conduct a feasibility study for converting a popular tabletop game into a mobile game. Additional techniques used: card sorting, storyboarding, mockups, A/B testing, moderated usability testing. Tools used: Figma, UsabilityHub, G-Suite (Forms, Sheet), Loom.

BOXLY | [view case study](#)

Group project. Design, brand, and test an SaaS that allows users to collect, store, and share info all from one place. Additional techniques used: user stories, A/B testing, unmoderated usability testing. Tools used: Sketch, InVision, UserTesting, G-Suite (Forms, Sheet), Draw.io, Balsamiq.

JW PORTFOLIO | [view case study](#)

Solo project. Hand code a responsive portfolio website and host it on GitHub Pages. Tools include: Figma, Dreamweaver, HTML5 / CSS3 / JS.

EXPERIENCE

UX / WEB DESIGNER | FREELANCE | Remote 06.2018 – present

PHOTOGRAPHER | JW PHOTOGRAPHY | Los Angeles 06.2008 – present

Notable clients include: Bebe, HauteLook (Nordstrom), Halston, Ozsale.

IN-HOUSE PHOTOGRAPHER | FOREVER 21 03.2013 – 04.2017

Second-in-command to photography supervisor; **train** new photographers; shoot appealing images that **drive sales**; some duties exceed original job title and description. Demonstrate **diplomacy** and **respect for procedure** across departments in a corporate setting.

WEB PRODUCER | KAC MEDIA | Los Angeles 03.2010 - 07.2011

Produce content, **research** the story, **write** scripts, conduct **interviews**, create video rough drafts. **Start-up work culture** with small, nimble, and fluid teams. **Wear multiple hats**, assisting as needed in all tasks from pre- to post-production. **Resourceful** within a limited budget.

SENIOR EDITOR | ENVISION MBA | Taipei, Taiwan 08.2006 – 02.2010

Asia's #1 education consultancy tailoring **branding & content strategy** for prospective applicants to **top 20 MBA** programs worldwide. **Hundreds of successful placements** @ INSEAD, LBS, IESE, Oxford, Harvard, Wharton, Booth, MIT, Columbia, Haas, Kellogg, Stern, and many more.

EDUCATION

BLOC.IO | UX DESIGN APPRENTICESHIP | REMOTE 06.2017 – 10.2018

Complete a **72-wk design apprenticeship** under two UX professionals who are experts in their field. Participate remotely in **synchronous** daily design critiques, weekly group sessions, and whiteboard exercises; **collaborate asynchronously** w/ my cohort via Slack; and **present** 3 completed projects.

UNIVERSITY OF SOUTHERN CALIFORNIA (USC) 09.1997 – 12.2006

B.A. in English & Creative Writing / Minor in Music Business

PORTFOLIO PAPER PROTOTYPE

A leave-behind marketing material that doubles as my business card. I like to submit it with my resume whenever I meet recruiters and attend networking events. By reimagining my portfolio as a paper prototype, I open a window into my unique perspective and creativity as a user experience designer. Also, given the digital era we now live in, many people consider the tactile experience of exploring a physical medium to be refreshing, engaging, and memorable.



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END OF PROTOTYPE

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LANGUAGE

Mandarin Chinese

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Hats I wear...

visual storyteller
creative problem-solver
insightful designer
thoughtful leader
empathetic advocate
experience researcher
collaborative partner

DATA-DRIVEN DESIGN PROCESS

DISCOVER
interviews, surveys, user research, field study

ANALYZE
qualitative & quantitative data, personas, mapping

ITERATE
info arch, flow diagrams, wireframes, prototyping

VALIDATE
usability tests, A/B tests, heuristic evaluation

IMPLEMENT
deploy new features and/or products

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CAPSTONE PROJECT (SOLO)

WHAT DO YOU MEME? MOBILE GAME

My Role: UX/UI, Research, Info Arch, Usability Testing

Problem: Convert a popular card for adults into a mobile game.

Solution: Keep only the top three game mechanics and "translate" all others to fit within a mobile format

Results: Users across all age groups described the mobile version as "just like the card game" and "easy to play"

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GROUP PROJECT

BOXLY (SAAS)

My Role: UI/UX, Info Arch, Visual Design, Branding

Problem: Users find it difficult to collect, store, and share info all in one place.

Solution: Curate the best features of competitors and combine them into one app.

Results: Users enjoyed the simplicity and capability of Boxly MVP to organize & manage their info and suggested features for future releases.

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PERSONAL PROJECTS

100 DAYS OF UI

A daily design project for the next 100 weekdays, where I will focus mainly on micro-interactions, design patterns, and wireframes; and post my results on Twitter @jayesswang.

JW FOLIO - REDESIGN

Experiment with CSS Grid & Flexbox and hand code my website redesign based on the inspiring work of Lynn Fisher, Jen Simmons, and CSS Zen Garden.

MY DESIGN PHILOSOPHY

OWNERSHIP
practice accountability in delivering long-term value & excellence


EARN TRUST
listen attentively, speak candidly & treat others respectfully

TAKE INITIATIVE
step outside my comfort zone & turn obstacles into opportunities

COMMUNITY
surround myself with great people who inspire me to aim higher, grow together & have fun in the process

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Let's connect!



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