VICKY WANG
UX Designer │Product Designer

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EDUCATION

University of California, Berkeley

Master of Architecture Graduated May 2019

College of Environmental Design, *3-year Program*
Architecture and Building Science/Technology

Google UX Design Professional Certificate

Online class, Completed August 2021

Google UX certificate on Coursera

Codecademy

Online class, Completed April 2023

Learn User Research: Generative

Online class, Completed April 2023

Learn Design Thinking: Ideation

Online class, Completed May 2023

Learn Interaction Design

Online class, Completed March 2023

Learn JavaScript

SKILLS

Design & Research

User Research
User Experience Design
Wireframe
Prototype
Usability Testing
Mockup
Visual design

Software

Figma
Adobe XD
Sketch
Adobe CS

Programming

HTML
CSS
JavaScript
EJS
JQuery

2D/3D Modelling

Rhino & Grasshopper
3D Max
AutuCAD
SketchUp
Unity

ARCHITECTURE

Buro OS │ Architectural Designer
Aug. 2017 - Jul. 2018

In Design Studio │ Summer Intern
May. 2017 - Aug. 2017

PDI Design Group │ Architectural Designer
Dec. 2013 - Jul. 2015

Do Union │ Designer
Jul. 2012 - May 2012

EXPERIENCE

BookYourPet │ User Experience Designer

Oct. 2021 - Present, Full-time

- Spearheaded the enhancement of key web app functionalities, including appointment scheduling, team management, and payment processes, achieving a 10% increase in booking conversions and a 36% growth in completed appointments.
- Optimized the account setup workflow in the web app, reducing setup duration by 52% through targeted improvements in the booking system.
- Engaged in collaborative planning and design decision-making with a cross-functional team, contributing significantly to the development and refinement of the product roadmap using collaboration tools like Trello and Slack.
- Led comprehensive usability testing, conducted user interviews, and performed competitive analysis using analytics tools such as Posthog, working closely with stakeholders and potential users to continually enhance the user experience.

LASO Health │ Product Designer

Sep. 2023 - Jan. 2024, Contractor

- Led the design of LASO's Admin Panel, enhancing user management and administrative efficiency. Integrated advanced features based on UX research and the existing B2B platform, focusing on user management, data accessibility, and informed decision-making for LASO's diverse user base.
- Developed a cost-benefit calculator aimed at maximizing customer savings and driving subscription growth, utilizing data-driven strategies and user-centric design principles.
- Revitalized the design system for both mobile and web applications, targeting both consumer and B2B audiences, to improve user experience and brand consistency.
- Crafted responsive product pages and updated content based on insights from a dedicated user research case study, leading to improved user engagement and conversion rates.

Modernized Mobile LLC │ UX Designer

June. 2023 - Aug.2023, Contractor

- Created a tablet-based admin panel for the 'Clean Spaces' app, mirroring the features and functions of the existing consumer-focused mobile application.

Personal website │ Freelancer

Aug. 2020 - Present, Owner

- Designed and implemented a portfolio website from scratch by using HTML/CSS/JavaScript. deployed on AWS. Used GitHub for version control
- Updated and maintained the UI components and responsive grid of the design system for this site.