

Passionate and proactive storyteller spent the last 3 years in E-Commerce, Food & Beverage and Design System Architecture as an UX designer.

Empowering partners and stakeholders to visualize a shared vision is my privilege as a designer. I enjoy collaborating and problem solving while always keeping my eyes on the business and strategic perspective.

My most recent focus is on motion design and rapid testing.

## EXPERIENCE

### Disney Parks and Resorts Digital Glendale, CA Interaction Designer

05/2015 - 11/2017 (2.5 years with 6 months intern)

#### Food and Beverage Mobile Ordering Project

- New feature touching millions of monthly guests, account for 16% of all QSR transactions on the first day of launch.
- Led the Framer prototyping team with rotating members, built the fully interactive prototype within 2 weeks.
- Designed & defined scalable components for the design system with refined motion for 16 different restaurants.
- Helped business redefine the awareness notification strategy with various info graphics and visualization.
- Facilitated in-park moderated usability test with test plans, stakeholder workshop and iterative prototypes.

#### E-Commerce Ticket Store Engagement Project

- Estimated 2% conversion increase and millions of monthly revenue increase from A/B testing.
- Led the UX design effort with ideation workshop, wireframing and prototyping and stakeholder presentations.
- Rapid-prototype and Guerrilla test 3 concepts in 1 week.

#### E-Commerce Ticket Store Redesign for 1-Day Seasonal Pricing

- Impacting over 70% of digital ticket revenue for millions of guests.
- Built 6 hi-fi Axure prototypes for iterative in-park usability test.
- Defined cross-platform interaction model and motion behavior

### World Wildlife Fund & UM Washington, DC/Miami FL UX Designer and Project Lead

09/2014 - 11/2014 (3 months)

- Led a team of 4 on the WWF Millennials engagement site

### Royal Caribbean Cruises Miami, FL

#### UX Design Intern

06/2014 - 08/2014 (3 months)

- Conducted usability & A/B test, redesigned list/detail page

# KE WANG

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## EDUCATION

MFA in Interactive Media 12/2015

University of Miami Coral Gables, FL

BA in Broadcast Journalism 06/2013

Zhejiang University of Media and Communications Hangzhou, China

## SKILLS

#### Prototyping:

Framer Axure InVision Principle  
Paper HTML CSS JavaScript

#### Storytelling:

Sketch Photoshop Keynote After  
Effect Whiteboard Tableau

#### Communication:

English (Fluent) Chinese (Native)

HTML CSS JavaScript  
CoffeeScript Xcode

Tea/Lunch Invitation

#### Research:

Remote/In-Person testing

## SIDE PROJECTS

Internship Mentor Program

Framer 1 on 1 Workshop Series

3D-touch on the Disney snowball  
design system

## ACTIVITIES

Instagram @monetatwerk  
photographer

Tod Talk & Fancy Catchup regular  
presenter

Nintendo Super Smash Bro  
competition runner-up