

KE WANG

www.kewang.design
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EXPERIENCE

CoverHound / CyberPolicy San Francisco, CA

Product Designer

07/2018 - Now (1 year)

- Led product design for internal CRM system from scratch to launch with cross-functional teams. Increased the overall efficiency and satisfactory of sales agent by 34%.
- Built the first pattern library with engineers from the ground up.

Disney Parks and Resorts Digital Glendale, CA

Interaction Designer

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

- Defined user model and user interface for Disney theme park apps and websites with a focus on interaction and motion design.
- Worked on several major e-commerce redesigns as well as food and beverage mobile ordering project impacting over 70% of digital revenue for millions of guests.
- Led prototyping team for large usability test using Framer and Axure.

World Wildlife Fund & UM Washington, DC/Miami FL

UX Design Lead

09/2014 - 11/2014 (3 months)

- Led a team of 4 designers on the Millennials engagement interactive website from ideation to implementation.
- Built the final website

Royal Caribbean Cruises Miami, FL

UX Design Intern

06/2014 - 08/2014 (3 months)

- Redesigned several e-commerce pages after conducting usability test.
- Launched several A/B test on search list and details page.

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

Research:

Competitive Analysis, Remote Test, In-Person Test, Contextual Inquiry, Field Study, Survey, Analytics

Visualize:

Whiteboarding, Sketch, Photoshop
Keynote, After Effect, Tableau, Miro

Prototype:

Framer, Axure, InVision, Principle,
Paper, HTML, CSS, JavaScript

Communicate:

English (Fluent), Chinese (Native),
HTML, CSS, JavaScript, CoffeeScript
Xcode

Other:

Motion Design, User Journey Map,
Persona, Ideation Workshop

SIDE PROJECTS

UXRen Design Community Meetups

Valley Design Jam

BKProduct Design Meetup

Disney Internship Mentor Program