

Passionate and proactive storyteller who has E-Commerce, Food & Beverage and Design System Architecture experience as an UX designer.

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

# KE WANG

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## 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.
- Conducted SME interviews and initial research
- Defined new scalable components for the design system.
- Refined product strategy with infographics and visualization.
- Led the Framer prototyping team and facilitated usability test.

#### E-Commerce Ticket Store Engagement Project

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

#### Design System / Pattern Library Project

- Defined high-level design patterns.
- Built components toolkit modules for Axure and Framer
- Initiated motion design guidelines building

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

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

### 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
- Content mapping, wireframing, final site development

### Royal Caribbean Cruises Miami, FL

#### UX Design Intern

06/2014 - 08/2014 (3 months)

- Conducted usability & A/B test
- Redesigned search list/detail 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

#### Researching:

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

#### Visualizing:

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

#### Prototyping:

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

#### Communication:

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

#### Others:

Persona, User Journey Mapping, Ideation Workshop, Motion Design

## SIDE PROJECTS

Internship Mentor Program

Framer 1 on 1 Mentorship Workshop Series

3D-touch Applications on the current Disney design system