

CASSIE WANG

USER EXPERIENCE DESIGNER

www.cassiewang.co

yw775@cornell.edu

352-665-1869

[linkedin.com/in/maruiakina](https://www.linkedin.com/in/maruiakina)

SKILLS

Tools

Proficient

Sketch InVision
Balsamiq Photoshop
HTML/CSS

Intermediate

Figma Origami
After Effects JavaScript
Bootstrap d3.js

Familiar

Framer.js Illustrator

Methods

Sketching
Wireframing
Prototyping
Usability Testing
Personas & Storyboarding
Information Architecture
Market Research
Contextual Inquiry
Interviews & Surveys

Languages

Chinese English
Japanese Cantonese
Ancient Greek

EDUCATION

Cornell University

M.P.S in Information Science
Concentration in UX Design

University of Washington

B.A. in Communications
B.A. in Japanese Linguistics

EXPERIENCE

User Experience Designer · Mutual of Omaha Insurance Co.

2018.10 - Present | Omaha, NE

- Works directly with product owners and business analysts on customer-facing platforms to increase customer satisfactions through user research and user testings
- Supports the business relationship through creating intuitive user flows and designs to maximize agents' interactions with the clients.
- Works in an agile environment with a cross-functional team. Incorporates team feedback into design quickly and effectively through wireframes and prototypes.

UX Designer · ShareBlock Inc

2018.03 - 2018.10 | Seattle, WA

- Led the design of YiRental's design system, creating and managing design guidelines and components libraries across various platforms.
- Generated design solutions to improve overall user experience YiRental through research and data analysis, which increases app usage by 30%.

UX Design Intern · Shenzhen Huge Tech. Inc.

2017.06 - 2017.08 | Shenzhen, China

- Redesigned the company website through collaboration with cross-functional teams, which led to 43% increase in customer satisfaction.
- Conducted user research and successfully transferred analysis result into actionable design recommendations through information architecture, user flows, and interactive prototypes.

PROJECTS

UX Designer · Fedora Hubs: Mentorship Widget

2017.08 - 2017.12

- Designed widgets to improve Fedora community's on-boarding process and experiences.
- Led the user research with Fedora Community. Iteratively designed low, medium, and high fidelity prototype based on client and user feedbacks.

UX Designer · Calme: Stress Management App

2017.02 - 2017.05

- Designed a stress management app for students through a peer-counseling platform.
- Conducted user research with various stakeholders in translating user's goals, capabilities, and limitations into product design.