

Zongyao (Kevin) Wang

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EDUCATION

University of Michigan, Ann Arbor

Ann Arbor, MI

M.S. in Information Science, User Experience Research & Design | GPA: 3.9/4.0

Apr 2023

- Coursework: Interaction Design, Usability Evaluation & Needs Assessment, Contextual Inquiries, Graphic Design, Designing for AR/VR, Pervasive Interaction Design, Choice Architecture, Human Behavior, Innovation & Entrepreneurship

University of California, Irvine

Irvine, CA

B.S. in Software Engineering | GPA: 3.8/4.0

June 2021

- Coursework: Human-computer Interaction, Software Design, User Interaction Design, Internet Application Engineering

SKILLS

- **Design:** UI Design, Information Architecture, User Flow, Wireframing, Rapid Prototyping, Mobile App Design, Web Design, Graphic Design, AR/VR Design, Design System, Mockups, Interaction Design
- **Research:** Interview and Survey Design, Usability Testing, Comparative Analysis, Affinity Mapping, Heuristic Evaluation, User Persona, Storyboarding
- **Technical:** HTML, CSS, JavaScript, Agile Methodologies, SQL, React Native, Github
- **Tools:** Figma, Sketch, Photoshop, Illustrator, Miro, Microsoft Azure, Jira, Qualtrics, Microsoft Office (Excel, PowerPoint)

WORK EXPERIENCE

Technical Product Owner Intern, Assurant, Remote, US

May 2022 - Aug 2022

- Empathized with the content team stakeholders during contextual inquiries and uncovered root cause of invalid form responses
- Redesigned the content feedback form feature with the designer and reduced invalid customer feedback from 90% to 40%
- Created and analyzed interaction maps of 7 top competitor products in Figma & identified future product UX enhancements

Product Manager Intern, GuanData, Hangzhou, CN

May 2021 - Aug 2021

- Interviewed 15 business stakeholders and identified core system user pain points in legacy license management systems
- Designed an automated solution addressing identified key pain points, resulting in an 80% reduction in manual process time
- Created mockups to convey the idea and persuaded the VP of Product & lead designer to commit to the proposed product
- Collaborated with designers and engineers to deliver the solution across 5 departments, increasing team efficiency by 60%

UX Research Assistant, UC Irvine Social Sensing Lab, Irvine, CA

Feb 2020 - June 2021

- Conducted secondary research on Amazon Mechanical Turk crowd workers and analyzed day-to-day user pain points
- Collaborated with the software development team to design a crowd work management mobile application with a Tinder-like swiping mechanism aimed to ease information access on the go

PROJECT EXPERIENCE

Product Designer, FLAMO, Ann Arbor, MI

Jan 2021 - June 2021

- Collaborated with a cross-functional team and designed an IoT memorial candle that helps people remember their deceased loved ones in a meaningful way through personalized rituals

Product Designer, Community for Global Innovation, Irvine, CA

Jan 2021 - June 2021

- Collaborated with a cross-functional team of 6 and designed an intuitive user experience for a React Native mobile application that connected over 8,000 international students to legal resources
- Conducted 12 usability tests and iterated on the high-fidelity prototype addressing the key pain points identified

Product Designer, Tripcy | UofM Business + Tech Innovation Jam, Ann Arbor, MI

Sep 2022 - Nov 2022

- Led the design of an interactive prototype of a machine learning-based trip itinerary planning mobile application
- Synthesized user interview data from over 400 affinity notes and created a high-fidelity prototype using Figma

UX Consultant, University of Michigan, College of LSA Inclusive Teaching, Ann Arbor, MI

Jan 2022 - Apr 2022

- Designed interview, survey, and usability testing studies to understand end-user needs, and uncovered reasonings behind the limited user engagement and retention rate of the current Inclusive Teaching Site
- Reported 15+ findings and associated recommendations in written format, conveyed 3 high-impact findings and 9 actionable recommendations in video format