

Jing Wang

FINTECH DESIGN • USER ENGAGEMENT • PRODUCT THINKING

sendjingwang@gmail.com

(646) 919 - 6478

<https://www.jingwang.work>

WORK EXPERIENCE

Yahoo Finance | Senior Product Designer

New York, NY | 2022.02 – present

- Led the ongoing redesign for [Homepage](#) focusing on engagement features with cross-functional collaborations to develop strategy and roadmap. Achieved huge pleasing lifts in user engagement metrics.
- Initiated and jointly spearheaded user research for enhancing the YFi [Mobile experience](#). Successfully deployed progressive iterations to the quote page, culminating in a substantial over 20% lift in user engagement.
- Led the design proposal for [collaboration of Twitter](#), Tiktok and Instagram on the integration of Yahoo Finance information to create a seamless user experience and amplify engagement and lift traffic.
- Drove the design for [Dock](#) feature by educating product and design stakeholders on how to best leverage the feature to meet their business goals and users needs. Established the design system & guidelines for the dock widget template and defined the rules for user interactions.
- Successfully designed the first YF data-centric [Terminal Options Dashboard](#) product by implementing strategies to improve the user experience for mid to advanced level retail investors.

EaselInvest | Senior Product Designer

New York, NY | 2020.07 - 2022.01

- A mobile-first customer-facing investment app based on social media.
- Worked closely with the startup founder, coordinated user research to validate product hypotheses, and provided user-focused solutions that aligned with business goals.

Rechat | Product Designer

New York, NY | 2019.10 - 2020. 07

- Business to C Product. Elevated the product by optimizing onboarding experience with UI improvement and Chatbot to engage online interviews.

Hargreaves Associates | Senior Designer

New York, NY | 2018.11 – 2020.06

- Re-branded company's website. Focused on infographic creation and design. Developed user flows and carried out iterations of visual assets.

AECOM | Designer

Orlando, FL | 2016.07 – 2018.06

- Successfully designed projects for the theme parks of Universal Studios and Disney World. Created 3D design, infographics and graphic packages.

SKILLS & EXPERTISE

Problem Solving

User Experience Design

Product Growth

Data Visualization

Stakeholder Alignment

User Research

Prototyping

Dashboard Design

Design Guidelines & Systems

TOOLS

Figma/FigJam

Principle

Usertesting.com

Adobe Illustrator

JIRA

GOOD UNDERSTANDING OF

HTML

CSS

EDUCATION

University of Illinois

2014 - 2016

College of Fine & Applied Arts

| Master of Art - Design and Planning Direction

Nanjing Forestry University

2010 - 2014

College of Design

| Bachelor of Landscape Architecture

Bloc | UX/ UI Design

2016