ROBERT WANG

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LEAD PRODUCT DESIGNER

Accomplished and creative UX designer and researcher with progressively responsible experience in delivering a world-class digital experience that delights users and streamlines workflows. Adept at interviewing users to gather feedback on mock-ups, identify existing pain points, and inform "to be" state. Persuasive and articulate communicator, able to evangelize UX to C-level executives and gain critical buy-in to integrate user-centered design (UCD) practices throughout all phases to produce innovative desktop & mobile interfaces. Fluent in Mandarin Chinese.

AREAS OF EXPERTISE

- User-Centered Design (UCD)
- Human-Centered Research
- Iterative Design Practices
- Wireframes (Low/High Fidelity)
- Contextual Inquiries & Interviews
- User Journey Mapping
- User Interface Heuristic Evaluation
- Usability Testing/Use Case Validation
- Agile & Scrum/Sprint Planning

PROFESSIONAL EXPERIENCE

Product Designer | The Kroger Company – Cincinnati, OH (remote)   2021 to 2022
Part of the core product team, charged with overhauling existing recruiting and onboarding systems in order to reduce time to hire and drive a seamless candidate experience.

- Worked closely with product managers, talent acquisition partners, directors, marketing manager, and vendors.
- Led a team consisting of my product manager and two designers in order to conduct an evaluation of systems and services. Made recommendations to the business team with nearly all recommendations adopted.
- Leveraged Kroger Design System to create to redesign a Fortune 20 career site.
- Produced workshop documents, user journey maps, executive visualizations, service blueprints, and demographics deck in order in order to facilitate discovery and discussion.

UX Designer & Researcher | Independent Contracts – Various Locations, MI   2017 to 2020
Serve in both independent and contracted roles with diverse companies. *Key Engagements & Achievements:*

- **UX Designer & Researcher, Dentsu (through Mondo, 2020):** Brought on to leverage previous media agency expertise to rescue stalled project and successfully overhauled Intel's media performance dashboards in only six weeks.
  - Redesigned multiple Salesforce Datorama dashboard pages in collaboration with SVP of Data Systems & Technology.
  - Gained insight into work practices by conducting 13 stakeholder (SWOT/contextual) interviews and collecting artifacts from clients, account directors, media directors, and analysts.
  - Integrated and reconciled diverse points of view to propose several "to-be" state high-fidelity wireframes showcasing overhauled content and layout; received positive feedback from senior leadership.
- **UX Architect, GTB (through Conexess, 2019 to 2020):** Played a key role in development of interactive system to enable Ford Motor Company to report on and optimize ad spend for a multibillion-dollar advertising portfolio.
  - Conducted 25 stakeholder (SWOT/contextual) interviews in collaboration with C-level executives to document user work practices and key requirements to drive adoption and engagement.
  - Liaised with vendor (Salesforce Datorama) to understand front-end development capabilities and constraints for data visualization platform; assisted with development work through meetings, prototypes, and written communications. Evaluated sustainability of changes and collaborated with product managers to select changes to carry forward.
  - Performed heuristic evaluation and user interviews, submitted proposals, and managed projects, working with product managers on weekly priorities and sprint planning. As product owner, interfaced with product manager and developers, created prototypes and user stories, and ensured on-time delivery aligned with product vision.
  - Overhauled visual and information architecture of budget & purchases, pacing, digital performance, and other key pages.
  - Authored GTB/Datorama Style Guide to formalize design philosophy and provide consistent UX across workspaces.

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- – Spearheaded standardization of interaction models, including page-level filters, switch widgets, single- and multi-KPI treatment, applied filters, charts, and alerts.
- – Guided senior leaders through UX workshops with targeted exercises to elicit actionable information on "to be" state of pages; delivered well-received, presentation to Chief Digital Officer on "as is" and "to be" state of system.
- – Partnered with Salesforce Datorama Product Development Team to implement several product-level changes.
- **Sous Chef (2019-2022):** Prototyped iOS app to assist users in eating healthy, saving money, and reducing waste.
  - – Completed comparative analysis, market-sizing analysis, and user research. Prepared business case and created presentation deck. Pitched business idea to investors and negotiated partnerships.
- **UX Lead, Huge, Inc. (through 24|7, 2019):** Performed UX research & design for Consumers Energy through this digital media agency providing user-centric, data-driven solutions to optimize brand experience.
  - – Boosted customer satisfaction score by providing high-impact UX recommendations based on in-depth analysis.
  - – Uncovered and eliminated billing-related friction points affecting billions of dollars in payments from millions of users.
  - – Visualized and validated user comments using screenshots and session replays.
  - – Lauded by Project Manager and Associate Creative Director for contributions.
- **UX Specialist, Toyota (through OneSpring, 2017 to 2018):** Sole UX specialist for project impacting $32.6b in supply chain operations. Evangelized UX to senior leadership by clearly explaining methodology and expected outcomes. Collaborated on client discovery, benchmarking, design brief, and wireframes. Supervised and mentored visual designer.
  - – Engaged with key stakeholders to gain buy-in and led team in conducting onsite contextual inquiry interviews; oversaw interpretation sessions, facilitated brainstorming, and uncovered valuable insights into work practices.
  - – Led user research to improve information architecture, inform project scope, and identify key application screens.
  - – Improved communication with developers by using UX framework to provide detailed design pattern documentation.
  - – Leveraged front-end development and communication skills to assist in implementing responsive web design.
  - – Presented findings at global Toyota affiliate workshops outlining need to expand application to include additional screens, interactions, and data.
- **Product Manager & UX Specialist, ProQuest (through Mondo, 2017):** Served as product manager and UX specialist on project for major pharmaceutical client. Led sprint planning and standup meetings with project managers, developers, and quality analysts. Created short- and long-term product roadmap through redesigned wireframes.
  - – Performed lean persona and user story mapping to understand distinct user groups/scenarios, iterated solutions using wireframes, and wrote and prioritized detailed user stories for developers.
  - – Pre-groomed and prioritized product backlog and collaborated with project managers, QA, and engineering to ratify and refine user stories.
  - – Identified and addressed known issues related to lack of detail to enable engineers to deliver high-quality product.

UX Designer | University of California, Office of the President – Oakland, CA   2016

Collaborated with product managers, engineers, user researchers, and content writers on redesign of eScholarship application; held weekly design meetings to review progress.

- Expertly created 150 responsive medium-fidelity wireframes with complex and dynamic interactions for desktop and mobile viewports using Axure.
- Performed usability testing of key use cases. Ensured solution met WCAG 2.1 and Section 508 accessibility requirements.

Future Mobility Research Intern | Ford Motor Company – Dearborn, MI   2014

Served as research and development innovator for team of five. Conducted interviews with stakeholders.

- Improved information architecture and content of mobility lab resulting in increased user engagement that clearly differentiated recommended framework from previous model, delivered final presentation to senior leadership, and received support from the Director of Analytics for Infrastructure for adopting model.

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- Positively impacted SUMURR mHealth Challenge by persuading stakeholders away from smartphone app to text messaging solution, enabling Ford to reach users in rural locations with limited smartphone access.

EDUCATION & TECHNICAL SKILLS

Master of Science in Information | University of Michigan School of Information, Ann Arbor, MI; *Scholarship Recipient*

Bachelor of Arts in Political Science | University of California, Berkeley, CA

Technical Skills: Adobe Creative Suite, Sketch, Principle, Flinto, Axure RP, HTML5, CSS3, JavaScript, jQuery, PHP, SQL