

Aaron T. Wang

Sr. Product Designer, UI/UX

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PROFESSIONAL SUMMARY

Seasoned UX and Product Design Generalist with 4 years of comprehensive experience in crafting end-to-end solutions for both web and mobile platforms. Driven by the mission to foster a more empathetic world through the strategic application of technology, I bring a blend of innovative design thinking, user-centered methodologies, and a passionate commitment to enhancing user experiences across diverse digital landscapes.

PROFESSIONAL EXPERIENCE

Circana — Lead UI/UX Designer (via Mondo/Addison Group) 05/2024 - Current
UX · UI · Mobile New York, NY

I led the design of an internal mobile app that increased operational efficiency and employee engagement through user-centered design.

- Led end-to-end design of a cross-platform React Native mobile app for internal item categorization and attribution, including development of comprehensive design system library and component documentation
- Conducted extensive user research, stakeholder interviews, and iterative feedback sessions to validate design decisions and ensure alignment with business objectives across iOS and Android platforms

DEPT® — Product Designer | Senior Product Designer & Consultant 03/2021 - 10/2023
UX · UI · Usability Testing · Design Sprints New York, NY

I designed and built user-centric products, focusing on innovative, validated product design.

- Increased user satisfaction by ~15% through leading 18-month client engagement at Foundation Medicine on strategic enterprise projects on web and mobile web through design workshops, user research, testing, agile, and pixel-perfect responsive design
- Implemented material design library and revamped interaction design in 2 months at Device42, a B2B discovery and asset dependency management tool, which made the data-visualization product more accessible, efficient, and user-friendly

My Fave Places — Lead Product Designer & Sprint Facilitator 04/2020 - 09/2020
Design Sprints · Wireframes · Prototypes New York, NY

I focused on validating user needs and testing product-market fit in this early-stage startup, essential for guiding the design process in a dynamic environment.

- Led 3 design sprints to validate iOS application features through usability testing
- Delivered high-fidelity prototypes, visual design, and development ready iOS mobile app design

Groupon — Marketing Automation Specialist 04/2017 - 09/2019
Cross-Team Collaboration · Project Management Chicago, IL

I integrated email marketing strategies with product and customer lifecycle insights, which ignited my passion for user experience and design.

- Partnered with product and engineering to optimize merchant user experience
- Managed ad hoc and recurring B2B email user journeys across business units
- Owned merchandising for B2C verticals across web, app, and mobile web resulting in combined >\$1M in revenue

EDUCATION

Springboard 01/2020 - 05/2020
Certification - UI/UX Design New York, NY

University of Minnesota Minneapolis, MN
Management Information Systems & Marketing

INDUSTRY KNOWLEDGE & SKILLS

Product Design, User Interface, User Experience, Interaction Design, Wireframing, Rapid Prototyping, Design Research, E-commerce, Healthcare, Enterprise Dashboards, Figma, Figjam, Sketch, Principle, Invision, Zeplin, Google Analytics, Notion, Miro, Maze, User Testing, Competitive Analysis, Design Sprints, HTML/CSS