

ZHENXUAN WANG

Product Designer

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EXPERIENCE

Product Designer | *Rexing Inc, New York, US*

June 2021 - Present

- Enhanced company website traffic by 23% through a comprehensive UI redesign using Figma and Adobe XD.
- Increased retention rates by 22% by refining the candidate experience based on extensive research and responsive design practices.
- Boosted sales by 20% through modern branding initiatives aligned with established guidelines.
- Elevated social media engagement by 15% through streamlined and impactful content designs.
- Partnered with cross-functional teams to deliver compelling design solutions and improved user experiences.

Product Designer | *SEENO HOME, Hangzhou, China*

March 2019-Aug 2019

- Increased customer visits by 15% through iterative UI/UX redesigns based on modern design practices.
- Expanded market reach by 30% through user research, competitive analysis, and branding alignment.
- Collaborated with diverse teams to deliver high-quality design outcomes on schedule.

PROJECT & ACHIEVEMENTS

iGO | *Muse & IDA Award Winner*

- Awarded for developing iGO, a public transport app with offline navigation, real-time tracking, personalized routes, and safety features to enhance accessibility for low-income communities.

VoyEase | *French Design Awards Gold Prize & IDEA Award Finalist*

- Co-developed an award-winning virtual tourism project leveraging AI and VR technologies, redefining immersive travel experiences in the digital tourism sector.

Y2 Integrated Cooker | *2024 Red Dot Award winner*

- Co-designed the Y2 Integrated Cooker, featuring minimalist aesthetics, modular functionality, and user-centric innovations, redefining modern kitchen appliances.

Second-hand Second-love | *UX/UI Designer*

- Initiated a project to reduce stigma around used clothes and designed a mobile shopping UX in 4 months using Adobe XD and Figma, from wireframes to prototypes.

SKILLS

Technical: Adobe Photoshop, Illustrator, InDesign, Acrobat and XD, Figma, Sketch, Keynote, CMS tools

Design: Information Architecture, User Flow, Wireframing, Prototyping, User Research, Usability testing, Design System, Responsive Web, App Design, Design for Accessibility, Storyboard

Collaboration: Monday, Slack, Miro, CMS tools

EDUCATION

School of Visual Arts, *New York*
Master of Fine Art

Products of Design (**human-computer interaction**)

Beijing University of Technology, *Beijing, China*
Bachelor of Fine Art
Industrial Design

PUBLICATION & EXHIBITION

Candleholder products
MoMa Wholesale 2021

The LockDown Playbook 2020

SaloneSatellite Shanghai. 2017