

# Melina Wang

## Product Designer

### CONTACT

[zhenxuandesign@gmail.com](mailto:zhenxuandesign@gmail.com)  
[www.zhenxuanw.net](http://www.zhenxuanw.net)  
[www.linkedin.com/in/zhenxuanwang](http://www.linkedin.com/in/zhenxuanwang)  
917-943-3048

### EXPERIENCE

## REXING INC

### PRODUCT DESIGNER JUN 2021 - PRESENT

- Led a website redesign project, leveraging responsive web design to improve usability and increase mobile traffic by 23%.
- Increased user retention rates by 22% by analyzing user behavior data and refining workflows and interactions.
- Developed a scalable design system, streamlining workflows and ensuring consistency across products, improving efficiency for cross-functional teams.
- Boosted conversions by 20% by refining branding elements and UI components to enhance user engagement and align with brand guidelines.
- Collaborated with product manager, engineers and marketing team to iterate on design solutions and drive improvements on user experiences.

## SEENO HOME

### PRODUCT DESIGNER MARCH 2019 - AUG 2019

- Redesigned visually compelling and intuitive user interfaces that align with brand identity and accessibility guidelines.
- Utilized user research insights to craft ideas, developing wireframes, visual mockups, and rapid prototypes to optimize user experience.

### AWARDS & PROJECT

## 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 FINALIST

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

## Second-hand, Second-love

- Spearheaded a project to reduce stigma around used clothes and designed a mobile shopping app in 6 months from initial concepts to click-through prototypes.

### TOOLS

Figma  
Adobe Creative Suite (XD, Illustrator or Photoshop)  
Ustertesting.com  
CMS Tools  
Protopie  
Google analytics  
Webflow

### DESIGN

Information Architecture, User Flow, Wireframing, Prototyping, Journey Mapping, User Research, Usability testing, Design System, Responsive Web, App Design, Design for Accessibility, Storyboard, Product thinking, Web Design, Graphic Design, Mockups

### EDUCATION

## SCHOOL OF VISUAL ARTS NEW YORK

2021

M.F.A. Products of Design  
(Human-Computer Interaction)

## BEIJING UNIVERSITY OF TECHNOLOGY CHINA

2018

B.F.A. Industrial Design GPA 3.57