

Melina Wang

Product Designer

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%.
- Conducted user behavior analysis to refine workflows, interactions, and micro-interactions, leading to a 22% increase in user retention.
- Developed and implemented a scalable design system, 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 GO LD 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 0 to 1.

CONTACT

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TOOLS

Figma
Adobe Creative Suite (XD, Illustrator or Photoshop, InDesign)
Usertesting.com
CMS Tools
Protopie
Google analytics
Webflow
C4D

DESIGN

Information Architecture, User Flow, Wireframing, Prototyping, Journey Mapping, User Research, Usability testing, Design System, Responsive Web Design, 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