

Kasey J. Wang

UX DESIGNER – CONSUMER PRODUCTS

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Skills & Tools

SKILLS | User Research, UX Design, Interaction Design, Rapid Prototyping, Usability Testing, UI Design, and Branding.

TOOLS | Sketch, InVision, Photoshop, Illustrator, Axure, HTML/CSS, UsabilityHub, and Paper Prototypes.

Employment

MEITU, UX/UI DESIGNER | MARCH 2017 - PRESENT

First UX/UI designer for Meitu in the USA. Collaborating on MakeupPlus app, BeautyPlus app, Airbrush app, and Global website.

- Performed user research around global concepts of beauty, and photo-editing/sharing habits.
- Created paper prototypes, user flows, Sketch and Axure wireframes, inVision prototypes, and Photoshop UI deliverables.
- Presented and taught design-centered process and localization strategies to designers at Meitu Headquarters in China.

DESIGNLAB, UX ACADEMY STUDENT ADVOCATE | NOVEMBER 2016 - APRIL 2017

Led and managed a team of 37 students in the Hadid Cohort.

- Fielded questions for students by e-mail and in the community Slack channel.
- Encouraged discussions of pertinent topics by carefully following and analyzing current design trends.
- Contributed valuable research, instrumental to upcoming changes to the new alumni program.

MINTED, VISUAL DESIGNER | OCTOBER 2015 - SEPTEMBER 2016

Designer for Products such as birthday cards, wedding suites, and custom home décor.

- Interpreted customer's requests to create one-of-a-kind products in Illustrator and Photoshop.
- Promoted to Photo Editor team, Digital Luxury team, and Specialist team overflow. Tasked with high profile customers.
- Awarded the "Liger Award" for "Least amount of re-prints" 2 months in a row.
- Coached a team of 6 in the Philippines on how to create Digital Luxury products to specification.

STARTUPS, UX/UI DESIGNER / CO-FOUNDER | MAY 2012 – SEPTEMBER 2015

- **Savant Recall:** UX/UI designer for Mac OS X logging and digital memory search. Recognized at YC Hacks (Final 7 out of 120 teams), and YC W15 interviews (3% acceptance rate).
- **Peppermint:** UX/UI designer for a sales pitch perfecting app on Android and web. Won AngelHack SF 2014.
- **Future Kids Co.:** Developed content strategy for a children's activities in the Bay Area app, funded by Greylock Partners.
- **Donut Camp:** Created lesson plans and taught a design and technology camp for girls aged 5-12, across two summers.

Education

DESIGNLAB | OCTOBER 2016 - DECEMBER 2016

UX Academy, User Experience and User Interface Design

TUFTS UNIVERSITY & SCHOOL OF THE MUSEUM OF FINE ARTS | SEPTEMBER 2007 - JUNE 2011

Bachelor of Fine Arts, Fine Arts and Art History

RHODE ISLAND SCHOOL OF DESIGN | JUNE 2006 - AUGUST 2006

Pre-College Program, Digital Photography and Painting