Lianxun (Jasmine) WANG.

User Experience Designer

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EDUCATION.

University of Pennsylvania

Sep. 2021 - expected May. 2025

Bachelor of Fine Art
Psychology Minor
Digital Humanities Minor

Google UX Design Certificate

Mar.2023

SKILLS.

User Research
Storyboarding
Rapid Prototyping
Wireframing
Information Architecture
Usability Testing
Design System

Interaction Design
Service Design
Graphic Design
Product Design

Front-end Coding
3D Modeling
Branding
Illustration

TOOLS.

Figma
Sketch
Adobe CC (Ps, Ai, Pr, Lr, Id)
Cinema 4D
Webflow
Tableau
Microsoft Office Suite
HTML, CSS
Java
Python

WORK EXPERIENCE.

UI/UX Designer, Clocky LLC

Los Angeles, CA │ May. 2023 - present

Directly worked with the company's CEO to deliver a comprehensive website redesign, adding **6 new features** and optimizing the user flow.

- **Web Architecture Analysis:** Conducted research on 20+ case studies, analyzing recurring patterns in web architecture and presented key insights to stakeholders.
- **Visual Design and Navigation:** Improved the conversion rate by **restructuring the visual hierarchy** and expanding merchandise showcase. Elevated the brand's visual identity by enhancing the **UI aesthetics** and refining the **design system**.

Designer, Ergeng Network Technology Co Ltd.

Hangzhou, China │ June. 2023 - Aug. 2023

Collaborated with the creative director to create **50+** branding visual contents.

- **Visual Design:** Designed compelling visual contents for live shows with **10k+ online viewers,** and 10+ graphics for the company's social account.
- **Branding:** Conceptualized and developed the **brand mascot**, encapsulating the core essence of brand identity.

Curator, Penn Museum

Philadelphia, PA │ Sept. 2023 - present

Led a team of 3 to curate an **immersive audience experience**, rendering artifacts with interactive qualities and ensuring alignment with cultural significance.

- **Storytelling:** Took the initiative to craft the storytelling for exhibition setup and design the audience experience, ensuring a seamless and engaging tour.

PROJECTS.

Design Lead, MyKitchenPal Mobile App

An AI-powered digital food cabinet with personalized nutritional advice and recipe recommendations

- **Opportunity Pitch**: Formulated unique value propositions through thorough market research, collecting **behavioral data** during MVP testing.
- **User Flow Prototyping**: Rapidly prototyped **40+ interfaces and 2-3 complete clickable user flow** within **various scenarios in 10 hours**, receiving an average System Usability Scale (SUS) score of **18.2 out of 20**.

Design Lead, CollabCube Web App

A team management web application for college students to connect with accountable teammates by incorporating credibility system

- **Project Management**: Spearheaded **a cross-country collaboration** to develop the MVP of CollabCube, conducting 3 rounds of user research and gathering **70+** quantitative and **15+** qualitative data points.
- **Design Review Cycle**: Extracted 4 key insights from usability test, resulting in 3 strategic enhancements which increased the SUS score by **11.9%**.

UI/UX Designer, Sparkify Music Wrapped Website

An interactive website that generates personalized music collages by syncing with the user's Spotify data.

- **interaction Design**: Structuring intricate creative endeavors into a clear and implementable ideology that facilitates collaboration with developers.