

Heyi Wang

Senior Product Designer

With over 5 years of UX expertise, I shipped products driven by **empathetic thinking** and **data-driven** insights. I enjoy leveraging a strategic mindset to create visually appealing and engaging solutions.

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415-539-7879

EDUCATION

UX Academy

User Experience Design

Jan 2018 – Jun 2018

Rhode Island School Of Design

MDes • Interior Architecture

Jun 2013 – Jun 2015

Beijing University Of Technology

BE • Industrial Design

Sep 2009 – May 2013

SKILLS

Design / Prototype

Figma, Protocie, Sketch, Adobe Creative Suite,

Research / Test

User interview, Empathy map, User journey

Data Analyst

Amplitude, Looker

Management

JIRA, Confluence,

Motion Design

Adobe Effect, Motion

3D / Render

Rhino, 3Ds Max, Revit, Grasshopper

EXPERIENCE

NEXT Trucking • Senior Product Designer

Nov 2021 – Jul 2023

Long Beach, CA

B2C mobile app

B2B web portal

SaaS TMS

Figma

- Applying a **strategic mindset** and **proactive** approach to translate 12 features from **ambiguity** into specific and intuitive solutions. **Shipped** 20 versions of a 4.7 rating app.
- Elevated 10% of user engagement by instigating and conducting **user research** and **usability testing** initiatives. Elevated the Net Promoter Score (NPS) from 4.3 to 8.5.
- Assumed **ownership** of products and took on a leadership role as a Product Manager during periods of resource scarcity. Reconcile design objectives with **business priorities** and technical constraints
- Shared design rationale persuasively to **cross-functional stakeholders** and **executives**.
- Effectively **multitasking** across B2C mobile app and B2B web portal within demanding timelines.
- Pioneered and guided the **design system** and **company website** that revitalized a traditional industry, imbuing it with a updated **branding design** and contemporary aesthetics.
- Methodically validated and refined designs through meticulous analysis of robust **data insights**.

Masimo • Senior UX Designer

Sep 2018 – Nov 2021

Irvine, CA

2 mobile apps

1 watch

Figma

Protocie

- Crafted health monitoring interfaces across **5 embedded medical monitors**, **2 mobile apps**, and **1 watch**, empowering **200 million** patients in the USA to effortlessly monitor their vitals.
- Devised **empathy map**, **user flows**, and **wireframes** that distilled medical scenarios into consumer-friendly solutions.
- Translated creative visions into instinctive **interaction design** and **visual designs** adhering to Masimo's **brand guidelines**.
- Collaborated closely with the research team to conduct **usability tests**, adeptly incorporating insights into the **iteration**.
- Advocated for grounded and innovative approaches based on strategic **business objectives**.
- Created **interactive prototypes** via Protocie.

WRNS Studio • Architectural Designer

Jun 2015 – Jun 2016

San Fransisco, CA