

JINYUE WANG

UX designer and Technologist

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EXPERIENCE

ALIBABA / Creative Design Intern

JUN 2023 - SEP 2023

- Developed AR lens and exhibition visual identity to optimize Taobao warehouse equipment logistics, using 360 videos to simulate the practical operation experience for over 1,500 officers, shorten 30% supervision and mentorship time
- Designed a permanent template for Taobao by defining purchasing factors of diverse commodities groups by conducting over 500 customer questionnaires and investigating current competitors, achieving an increase of 6.8% in click rate
- Updated an existing brand of over 7,000 chain stores by designing a new logo, brand guidelines, and customer experiences to fit within diverse retail store layouts

SHANGYU / Co-founder, Design & Development Director

MAY 2024 - PRESENT

- Constructed information architecture based on self-led 15 user interviews about fishing market need, including creating user journey maps and personas
- Designed wireframes, mockups, & high-fidelity prototypes and development of responsive mobile user interfaces, ensuring seamless experiences across devices (iOS and Android)

FUZZ LAB / Creative Director

DEC 2022 - PRESENT

- Created visual identity for Fuzz Lab and executed brand strategy via logo, shop sign, menu, tutorials, posters, and other in-store decoration with brand guidelines
- Conceptualized, designed and deployed comprehensive and responsive website that generated 24.2k clicks within 3 months, generating 700+ online appointments
- Oversaw social media to ensure a cohesive brand ethos with 21k IG followers

UT AUSTIN LAITS / Junior Designer and Coding Assistant

AUG 2022 - MAY 2024

- Launched several digital presences using Figma and WordPress to display Texas and American history for external clients that passed WCAG
- Increased CTR of an online French textbook by 32.5% through graphics, animations, and interactive widgets
- Led the collaboration between designers and programmers across departments via documentation and cross-platform research
- Curated a user flow of the Black Precursor exhibition with an online interface and in-person installations with the collaboration of CCI and MASS agencies, attracting over 5,000 online views and hold the presentation for over 200 people

EDUCATION

CORNELL UNIVERSITY

2024-2026

Master of Science (M.S)
in Design Technology

UNIVERSITY OF TEXAS AT AUSTIN

2020-2024

Bachelor of Fine Art (B.F.A) in Design
GPA: 3.98

Minor: Media & Entertainment Industry
Certificate: Game Development
College Scholar (2022 - 2024)
the Marshall F. Wells Scholarship

SKILLS

Tools

Photoshop	Blender
Illustrator	Rhino
InDesign	Grasshopper
After Effect	TouchDesigner
Figma	Unreal Engine 5

Design

User interviews	Journey Mapping
Usability Testing	Design System
Persona Dev	

Programming

Arduino	JavaScript
Python	HTML/CSS
APIs	

Language

Mandarin	English
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