

# JINGWEN WANG

Strategic UX Designer with a robust background in human-centered design and Agile product development, helping clients achieve their goals and create meaningful experiences.

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## RECENT WORK EXPERIENCE

### UX Designer, Founder

Odd Flag Design Studio 2021 – Present

*Provides cutting-edge web strategies to enterprise globally, boosting their business performance.*

- Founded and managed a digital agency serving over 20 companies globally, achieving a 90% client satisfaction rate.
- Directed 17 UX/UI design projects across B2B, B2C, and SaaS sectors, impacting over 80,000 users with comprehensive solutions from research to execution.
- Developed and executed digital strategies that enhanced user experiences and increased market share, tripling sales for key clients within one year.
- Led cross-functional teams, ensuring high-quality results and timely delivery through close collaboration with marketing, branding, development teams.

### UX/UI Designer, Part-time

Rushable Apr – Sep 2021

*SaaS startup to build their digital solutions that potentially save local restaurants and dinners \$2M/year.*

- Managed the end-to-end design of the online ordering platform, transitioning the user base from B2B to B2C
- Overhauled the UI design system and component libraries for the B-side management system, boosting design efficiency by 30% and enhancing user experience.
- Designed and tested user interface prototypes for critical restaurant management system scenarios.

### Product Designer

Kaiwu Innovation Education 2017 - 2020

- Implemented design thinking programs and education products, impacting over 2,000 individuals.
- Co-authored the "[Action Learning Guide for High School Students](#)," a design-thinking toolkit and videos to empower youth to initiate personal projects.

### Product Designer

Aiju Social Innovation 2015 - 2017

- Designed a product nominated for an international competition, reaching 570,000 users.
- Facilitated 50+ design-thinking workshops with global partners like Toyota, Qatar Airways, and Airbnb.

## SKILLS & EXPERTISE

- Human-centered (HCD) & Customer-focused(CX) digital and end-to-end service design solutions.
- Rapid prototyping and user testing with Figma, Adobe CC, and Sketch.
- Design-thinking methodologies, Agile development and Lean UX
- Well-versed in WCAG and ADA standards.
- Hands on experience in B2C, B2B, enterprise, and SaaS products.
- Mixed user research methods, both quantitative and qualitative analysis
- Strategic in product and UX planning.
- Information architecture, data analysis, and data visualization.

## TECH & TOOLS

### Design & Research

Figma, Sketch, Adobe CS, Framer, Descript, Jira, Hotjar, Optimal Workshop, UserTesting, Notion, Mural, Miro, Dscout, Google Analytics, Tableau, Descord

### Development Language

HTML, CSS, JavaScript.

## EDUCATION

### MA in Interaction Design

University Of North Texas 2020 – 2022

### BBA in Franchise Management

Beijing Normal University 2009 – 2013

## ACHIEVEMENTS

### Published Articles

- "[Communicating Across the Gap: Gaming Consoles and Community](#)", National Association for the Practice of Anthropology, Jun 18, 2022.
- "[Designing Curiosity: A Beginner's Guide](#)", User Experience Magazine, Sep 1, 2022.

### Conference Presentation

- "[From Toxicity to Dignity: Gamers as Designers of Social Worlds](#)," Big Design Conference, 2021