

# Ping Hsuan Wang

UI/UX Designer/Researcher

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## EDUCATION

### University of California San Diego

Sept 2021-June 2024 | La Jolla, CA

Bachelor of Science, Cognitive Science with Specialization in Design and Interaction

## SKILLS

- **Tools:** Figma, Adobe XD, Photoshop, Illustrator, Premiere, In Design, MS Office Suite, Miro, Inkscape
- **Research/Design Skills:** User Interview, Affinity Diagram, A/B Testing, Persona, Empathy Map, Prototyping, Interaction Design, Usability testing, Information Architecture, Visual Design, Usability testing, User Acceptance Testing, Brand identity design, Web/Mobile Design, Card Sorting, Competitive Analysis, User Interface (UI) Design Principles, Quantitative/Qualitative Research

## WORK EXPERIENCE

### CBRE | User Experience (UX) Research Intern

June 2023-Sept 2023 | Dallas, TX

- Led the redesign of CBRE's internal valuations and advisory service, TOPS2-Tracker, achieved a **75%** implementation rate with 3 out of 4 proposed design solutions launched for November release.
- Enhanced data density and optimized platform layout effectively increased the visibility of row assignments on the Tracker dashboard and accommodated 6 additional rows of data, resulting in a **30%** increase in assignment visibility.
- Executed end-to-end research, including designing high-fidelity prototypes for user testing, developing research plans and interview guides, moderating interviews, synthesizing findings, and delivering actionable results.
- Analyzed user feedback from platform users (Appraisers, Admins, Managers, QRM) and collaborated with cross-functional teams to conceptualize design solutions; partnered with engineering teams on component interactions to ensure alignment.

### Innovenium | Design Team Lead

July 2022-Sept 2022 | Remote

- Led a team of 4, managed design requests and delegated to the team accordingly, implemented a strategic design process that led to a **17%** reduction in project timelines and consistent early project delivery.
- Served as the pivotal visual and interaction designer for the student career app, Innovenium, curated the design system, wireframes, mockups, prototype, and branding for the project, effectively launching the app by September 2022.
- Streamlined the design process, resulting in faster implementation of user-centered solutions; conducted user interviews and analyzed feedback, leading to higher user satisfaction and product usability
- Collaborated with project managers to translate complex feature requests into effective, user-centered design solutions. Worked with the development team to integrate front-end designs with back-end functionality.

### China Life Insurance Co., Ltd | User Interface (UI) Design Intern

July 2022-Aug 2022 | Taipei, Taiwan

- Implemented new interface design for the China Life Insurance app (*iLife*), crafted wireframes, high-fidelity mockups, interactive prototypes, and conducted UAT testing,
- Created responsive web design and banner materials for the "Policyholder Return Home" draw event, delivered design to development team within a week, resulting in a **50%** reduction in project timeline and launched during the event period.
- Optimized the identity verification process for the website's "Register Upgrade," produced mock-ups, UI flows, resulting in a **20%** increase in user satisfaction.
- Developed and maintained design guidelines to ensure consistent and cohesive user experience across products, output UI components/icons/fonts/color specification documents.

## OTHER EXPERIENCE

### UCSD-Triple C | Product Design Chair

Sept 2022-Present | La Jolla, CA

- Led the design process for club projects, managing ideation, wireframing, prototyping, and collaborated with a diverse team of over 20+ developers, and operations specialists to align design goals effectively.
- Conducted weekly design workshops and facilitated cross-functional workshops with engineering, and product management teams to share UX concepts and methodologies, resulting in enhanced product development strategies across the organization.