

**JULIA WANG** UX Interaction Designer  
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## SUMMARY

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Julia Wang is a UX Interaction Designer with over 6 years of professional experience. She is passionate about designing solutions that reconcile user needs, business objectives and technology capabilities. Her experience spans across technology media, SaaS, advertising technology, financial services, and education, and includes client-facing work with executive level clients.

## EXPERIENCE

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**Hewlett-Packard Enterprise** | enterprise software and SaaS  
UX Interaction Designer Sunnyvale, CA | February 2016 – Present

As the design lead at HPE's TeachBeacon.com, a tech media for dev and tech professionals, I lead the UX practice and guide developers to faithfully implement design details.

- Leadership – Prioritize stories in product roadmaps. Define design vision and product strategy for features and core pages that generate 300,000 daily unique visitors. Lead and introduce a structured design sprint process in product development resulting in faster iterations and more efficient team collaborations.
- Responsive Design – With more than 30% mobile traffic at TechBeacon.com, a strong understanding of responsive design is a must. I design pages in different widths and consider the interactions and experiences across devices.
- Process Improvement – Develop an online pattern library with atomic design principles resulting in increased consistency across design and development.
- Full-Stack Design – Identify workflow improvement and design opportunities. Whiteboard and brainstorm concepts with stakeholders. Create digital wireframes and visual designs. Validate designs with users. Monitor and measure adoption via A/B testing and heat maps.

**Tremor Video** | an online video advertising platform  
UX Interaction Designer Boston, MA | May 2014 – January 2016

As a UX Interaction Designer at Tremor Video, I gained a deep understanding of ad transactional workflows. I strived to create delightful and intuitive user experience while balancing business needs.

- Business Analysis – Identified and analyzed user needs and business challenges throughout the incredibly complex digital advertising workflows. Presented findings and proposed workflow solutions to users, stakeholders, and product owners.
- Interaction Design – Designed clean, professional and consistent interfaces that cater to the aesthetic expectations of advertisers. Conducted fast design iterations based on user feedback and technical constraints.
- Major Projects - Demand Side Platform (DSP)
  - Consolidated guaranteed buy and programmatic buy into an industry-lead self-service demand side platform (DSP) with \$100 million in projected annual revenue.
  - Created interface designs for every page of the platform including dashboard, data visualization, report builder, campaign creations and list pages.

**Sapient Corporation** | a tech consulting firm for the financial industry  
Information Architect

Boston, MA | March 2012 – May 2014

As an Information Architect Consultant, I was in charge of delivering designs and products that create business values to clients.

- Qualitative and Quantitative Research – Excelled at a variety of user experience methods including interviews, surveys, card sorting, usability testing, and personas. Measured metrics via Google Analytics, A/B testing, heat maps and email marketing campaigns.
- Product Definition – Precisely defined product features with a strong focus on workflow efficiencies and maintenance cost reduction. Established project plans with key milestones. Designed and measured deployment.
- Client-facing Skills – Presented to clients' CTOs and senior executives on a weekly basis.
- Major Projects
  - Enterprise meeting management system for desktop and tablet that provided a much more efficient internal tool for scheduling, searching and analyzing meetings.
  - Trading desktop application for a major financial service company with \$700 billion under management to place, track, and fulfill trading orders.

**Discovery Communications** | an online educational content provider

Information Architect

Silver Spring, MD | June 2011 – March 2012

As an Information Architect, I was responsible for designing Discovery Education's online streaming platform and optimizing its search engine functions.

## SKILLS

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- **Applications** – Axure, Adobe Illustrator, Photoshop and XD, Balsamiq, iOS, Keynote, MacOS, and OmniGraffle
- **Design Principles** – Google design sprint, design thinking, and atomic design principles
- **UX Methodologies** – Google Analytics, surveys, card sorting, tree jacking, interviews, contextual inquires, usability testing, personas, user journey, diary studies, a/b testing, and heat map
- **Programming** – HTML, CSS, JavaScript, and SQL; familiarity with PHP, Java and Python
- **Product Management** – JIRA, UML model, workflow diagram, and project management

## EDUCATION

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**M.S. in Information Management** in 2011, now known as Human-Computer Interaction  
University of Maryland, College Park, MD

**B.A. in Economics** in 2008  
University of Maryland, College Park, MD