

Mindy wang

王庭妮 | Wang, Ting-Ni

User Experience
Research and Design
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Skills

Research

Qualitative research
Quantitative research
Field study
Usability testing
Data analysis
Competitive analysis

Design

Persona setting
Problem-solving
Design strategy
Concept development
Prototype
Wireframe
Visual design
Presentation

Soft Skills

Empathy
Collaborating
Communication
Creativity
Adaptability

Software

Figma
Illustrator
InDesign
Photoshop
JIRA

Language

Chinese (Native)
English (Fluent)

Experience

Branding Strategist/ Experience Designer, Lion Travel Service Co., Ltd.
Taipei, Taiwan | *Jul. 2021 – Present*

- Collaborated internationally and locally with multiple stakeholders, including travel product managers, event planners, transportation leads, merchandising associates, outsourced vendors, and clients to balance with innovation, business needs, and customer expectations.
- Maintained, strengthened, and created a cohesive impression and brand value of Lion Group brands - The Future, Breezy Blue, etc. by market positioning, identity setting, packaging design, product selecting, and experience design.
- Led the production process for hundreds of gifts and printed stationery for an international 3-day-event in Santa Barbara, which included the management of project timelines, work delegation, and local suppliers.

UX/UI Intern, BaTalk Ltd.

Taipei, Taiwan | *Mar. 2021 – Jul. 2021*

- Worked directly with software engineers, product managers, and marketers to improve the usability flow of Me Loop, an online dating and self development App.
- Clarified and defined business requirements, user needs, and technical constraints as applying to the user interface.
- Developed visually rich UI assets in accordance with the style guide.

UX Research Assistant Freelance, Denso Ten Corp.

Fountain Valley, CA | *Oct. 2018*

- Observed and assisted throughout the user experimenting process.
- Recorded user reactions and the conversations between test participants and the inquirer, which determined a future cockpit design direction for Toyota.

Product Design Intern, Munchkin Inc.

Van Nuys, CA | *May 2017 – Aug. 2017*

- Developed travel and home products for toddlers from market research, sketching, prototyping, refining, to presenting.
- Created 100+ design variations on visual and functional details for the pocket blanket project.
- Collaborate with compliance, marketing, and overseas engineering team.

Education

ArtCenter College of Design; Pasadena, CA
Bachelor of Science - Product Design, *Apr. 2019*

Study abroad: **ArtCenter Testlab Berlin; Berlin, Germany**
Body in Balance Study Away, *May – Jul. 2018*

Study abroad: **Kyoto Seika University; Kyoto, Japan**
Culture/ Craft Study Away, *Aug. 2017*