ANNIE YINING WANG

Leverage extensive UX expertise, strategic insight, and servant leadership to innovate and enhance user experiences

yi-ningwang.com   www.linkedin.com/in/annieyiningwang   annieynwang@gmail.com

RECENT EXPERIENCES

Lead UX & UX Manager
Zoocasa x eXp Realty (2022 Dec - Present)

Lead UX
Zoocasa (2022 Jan - 2022 Dec)

UX Mentor | Concordia University
Concordia University (2022 Jan - Present)

Principal UX Designer
QuoteToMe (2020 May - 2022 Jan)

View More Experiences

ACCOMPLISHMENTS

- Managing a cross-disciplinary UX team, fostering collaboration and a shared mission to quantify and amplify UX impact.

- Spearheaded the creation of a centralized user feedback database for data-driven design and led the integration of AI in workflows, quadrupling (+4x YoY 2022-2023) efficiency.

- Instituted a comprehensive UX process, integrating quantitative and qualitative research and design.

- Increased email user engagement (+23.7%) and website users (+13.2% YoY 2022-2023).

- Exhibits comprehensive expertise, effective communication, motivational leadership, and a commitment to ongoing learning and inclusivity in the UX field.

- Solely responsible for the company's UX design - launched the mobile app in 1 month and revamped the website in 2 months.

- Increased user completion rate (96%) for procurement features, as per Mixpanel analytics, strengthening product adoption.

SKILLS

Strategic UX Leadership, Organizational Leadership, Product Road Mapping, AI Integration in Design, Data-Driven Design Decision Making, Cross-functional Team Management, Stakeholder Communication.

Lean UX, Affinity Diagram, Information Architecture, Rapid Prototyping, Responsive Design, User-Centred Design, A/B Testing, Affinity Diagram, Wireframing, Prototyping.

TOOLS

Figma
Miro
Notion
Dovetail
Grain
Crazyegg
Mixpanel
Adobe Creative Suite

HONOURS & AWARDS

Top 1% Mentor Worldwide

ADPList Global (2022)

Successfully cultivates a new generation of UX designers, equipping them with enhanced skills, critical thinking abilities, and a deep understanding of user-centred design principles.

Winner (1st Place) of the Hackathon

Girls in Tech Vancouver (2019)

Developed an AI-based predictive model and a real-time interactive application for fire alerts.

Tech Projects Awards 2018 | The Banker

The Banker (2018)

Conducted research and developed user-focused strategies for identifying and monitoring fraudulent banking accounts.

EDUCATION

Global MBA (Hons.)

Babson College, USA (Entrepreneurial Studies)

National Chiao Tung University, Taiwan