TING CHIH WANG aka **Tina** ✔

UX DESIGNER | UX RESEARCHER | EXPLORER | THINKER

📚 CAREER TIMELINE

Global
May 2021 - Now

Front-end Developer (freelance) - TCW Design 🔗

Self-taught front-end development. Continue to explore different rapid delivery methods such as bootstrap and multiple JS libraries.

- Design and develop UX/UI and interaction design for websites
- Mobile first and fully responsive solutions
- Continuous journey to improve skills on different languages

Bristol, UK
Feb 2020 - Now

Senior Experience Designer - Dyson 🔗

Innovate and disrupt the market with products that change the way you look at how things are 'suppose to' work. The era of digital shopping has led the company to start expanding and innovating in the digital experience with data-led and user-centric designs.

- Establish and lead data-driven UX strategies for global projects
- Create wireframes/prototypes of concepts and responsive UI designs
- Conduct usability testing to validate design concepts and establish KPIs
- Adopt multiple UX research and analytic methods
- Lead projects from concept to launch with developers, PO and PM
- Deliver solutions that drive engagement, conversion rate and NPS
- Line manage and mentor artworkers/designers
- Assess accessibility requirements for design solutions
- Work with different markets and adapt solutions accordingly
- Work on Web and App projects including WeChat with the China team

London, UK
Feb 2017 - Jan 2020

UX Design/Product Lead - RealiseMe 🔗

RealiseMe is education's most powerful resource solution. It is a social enterprise for schools and teachers aiming to save schools thousands on their recruitment costs while providing a careers and community space for teachers and teaching assistants.

- Built and managed RealiseMe platform from the ground up
- Developed UX/UI and interaction for RealiseMe app and websites
- Created storyboards, prototypes and mockups to develop ideas
- Responsive and user-centred design for websites and mobile app
- Adapted both Material Design and Human Interface Design principles
- Managed product journey and plan from end to end
- Used agile methodologies to deliver the product with development team
- Grew with the product and CEO since day 0

London, UK
Nov 2015 - Feb 2016

UX/ Creative Intern - Unit9 🔗

Unit9 is an award-winning innovative agency specialising in VR/AR solutions. Clients include Google, Ford, O2, Disney, Nissan and many more across Europe and USA.

- Analysed technical feasibilities for realistic creative approach
- Created UX and journeys through storyboards and prototypes
- Developed UI and interaction with designers and developers
- Worked with latest VR/AR technologies through projects

📖 EDUCATION

London, UK
2014 - 2015

MSc Human-Computer Interaction with Ergonomics
University College London
Distinction final project

London, UK
2011 - 2014

BSc Information Management for Business
University College London

*President - Students' Union of the Republic of China in the United Kingdom
President - UCL Taiwanese Society
Owner of a Taiwanese UK Living Facebook group with 56k+ members*

Shanghai, CN
2007 - 2011

Shanghai Yew Chung International School
PUXI Campus

*Shanghai Roots&Shoots' Million Tree Project in Inner Mongolia
Hovercraft Design Competition first place*

I have hundreds of *why* going through my head every single day. This is how I learn and satisfy my desire to wonder the world in different perspectives. Fortunately, being a UX designer allows me to ask more *why* to understand millions of brains in the world. The background of HCI provided me a more holistic understanding of the psychology behind how our behaviours change and grow with technologies. I am passionate about everything creative, 'there is always a new way to do the old way' excites me. However, the balance between creativity and practicality is always my bull's eye.

✈ tina@tingchihwang.com
📱 +447834775268
🔗 www.tingchihwang.com
in /in/tingchihwang

✏ SKILL SET

Professional

UX/UI Design | CSS3 | HTML5 | JS

Usability | Wireframing/Prototyping

UX Research | User-Centred Design

User Testing | Product Management

Design Thinking | Accessibility

Software

Sketch | Illustrator | InVision

Figma | Jira | Google Analytics

Axure | Wordpress | InDesign

Userzoom | Photoshop

Language

English | Mandarin

More...

Home chef | Foodie | Exhibition

Music | TV Production | Basketball

Theatre | Travel | Film