HAOKUN WANG

WORK EXPERIENCE

Microsoft | Product Designer
May 2022 till now | Los Angeles, CA

- Led Microsoft account Guidance based on Fluent design system which is including Account creation and Sign in flow. The goal is to help users to achieve good state and seamless onboarding flow across Microsoft ecosystem.

Citi | UX Designer
Dec 2020 to May 2022 | Dallas, TX

- Responsible for <u>Mortgage Domain</u> **redesign** which is including **user flow define, research and strategy building and design system design**.
- Worked closely with Creative Director and Producer regarding **design operation** for the design team. Organized design and collaboration process, built playbook for team to improve working efficiency.
- Led Commercial Cards Profile redesign from end-to-end.

<u>JikeApp</u> | Product Manager
Aug 2018 to Jul 2019 | Shanghai, China

- Led the end-to-end in-app **voting experience design** from ideation to launch, achieved 33% average Daily Active Users (DAU) growth and 6% retention rate increment.
- Worked cross-functionally with Operation team and Growth team to **redesign the Discovery feature**, delivered new **interaction flows** and **interactive prototypes**, **improved session length by 60%** and **retention rate by 6%**.
- Partnered with PMs, Engineers, and Data Analysts to understand technical requirements and formulate product strategies, iterated design concepts with Researchers to understand user insights, evaluate prototypes, and iterate design concept.

ArcheX | UX Designer
May 2017 to May 2018 | Shanghai, China

- Worked with Boston Consulting Group to redesign the dashboard, helped the clients track and understand the digital transformation process.
- Led the **data visualization design**, delivered the visual design specs with the dashboard design.
- Designed and delivered an app for **food ordering experience**, participated in **user research** such as in-lab moderated user interviews, delivered storyboards based on research findings, and iteratively shipped the new ordering system design. The product successfully launched in late 2017.

<u>Xiaohongshu</u> | Product Manager
Oct 2015 to May 2017 | Shanghai, China

- Designed and delivered the **internal operation system** by conducting user research and iteratively designing the user flow and interface based on qualitative user feedback. The new system helped **drop the average service time to 50% per monitored case**.

Lenovo | UX Designer
Sep 2014 to Sep 2015 | Shanghai, China

CONTACT

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🌐 https://itsharper.com

EDUCATION

Carnegie Mellon University
Aug 2019 to May 2020

Integrated Innovation for Products and Services, MS

Fudan University
Sep 2010 to June 2014

Industrial Design, BA

SKILLS

Design
Journey Mapping, Ideation, Wireframing, Prototyping, Usability Testing, Persona & Scenario, Storyboard, Data Visualization

User Research
Field Survey, In-lab moderated user interview, Co Design

TOOLS

Design
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Sketch, Figma, Invision

Development
HTML, CSS, JavaScript

PUBLICATION

Co-Author, *"Inside Emotional Design"* [ISBN 9787121258893], May 2015