

# Jack Wang

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## EDUCATION

### Cornell University

GPA: 3.80 / May 2020

B.S. Information Science, Concentration in User Experience (UX) Design, Minors in Business & Entrepreneurship and Innovation

### Relevant Coursework

Advanced Human-Computer Interaction Design, Digital Product Design, Designing Tech for Social Impact, Design and Programming for the Web, Designing New Ventures, Python, Data Science, Management, Marketing, Accounting

## SKILLS & TOOLKIT

### Design

Sketch	Invision
Adobe Xd	Figma
Axure	Justinmind
Photoshop	Origami Studio

### Research

Interviews	Affinity Mapping
Usability Testing	Comparative Analysis
Surveys	Archetypes/Personas
User Flows	Concept Testing

### Programming

HTML/CSS/JS	PHP
Python	MySQL

## LEADERSHIP EXPERIENCE

### Project Hope at Cornell

President · October 2017 – May 2019

Spearhead weekly meetings and oversee a team of 13 executive board members. Execute fundraisers that have raised over \$4,000 via university-wide events and seen over 600 attendees with over a \$10,000 budget.

### Alpha Phi Omega

Service Learning · August 2017 – December 2018

Pioneered first service-learning curriculum and 6 service-learning workshops for over 400 active members. Collaborated with over 30 organizations.

## RELEVANT EXPERIENCE

### Moody's Analytics

User Experience Design Intern · June 2019 – August 2019

Spearheaded a conceptual, strategic redesign of a \$6 million revenue web-based screening tool within a cross-functional team of content researchers, product strategists, and business analysts

Successfully pitched to senior management for implementation

Guided the redesign of a \$7.5 million revenue web-based screening tool via analyzing exploratory user research, creating user archetypes and user flow diagrams, and developing interactive prototype via Justinmind to assess and improve interaction and visual designs

Utilized current design library and worked with a cross-functional team of designers, user researchers, product strategists, and software engineers

## SELECTED PROJECTS

### Explore

User Experience Designer · January 2019

Designed an experience for new college students to browse, search, and propose student organizations. View project at <http://bit.ly/explore-jw>.

### Ithaca's Apple Harvest Festival Website Redesign

Web Designer & Developer · October 2018

Redesigned Ithaca's Apple Harvest Festival website for first-time visitors. Conducted user research through user interviews and user persona, market research, and user testing. Created low-fidelity wireframes. Developed responsive website using HTML and CSS.

### Excel

User Experience Designer · January 2019

Designed an online education platform to facilitate learning and collaboration between students and instructors.

### Mayze

Web Designer & Developer · November 2018

Designed & developed a responsive website for a whiskey startup using HTML, CSS, and JavaScript. Iterated on target audience needs and client feedback.

### Green Stay

Web Designer & Developer · November 2018

Designed a sustainability feature in the Hilton Honors App for the 2018 Hospitality Hackathon.