

Yufeng Ritz Wang

linkedin.com/in/yufengritz

itsritzw@gmail.com

www.yufengritz.com

Work

Hashing Group | Product Designer

Oct 2022 — Present | Seattle, WA

- Designed and developed the crypto dashboard from scratch, focusing on intuitive data visualization and performance optimization. This resulted in a **32% increase in user engagement**, allowing users to make informed investment decisions.
- Enhanced website design to clearly communicate product's value proposition, leading to an **85% increase in new user acquisition**.

AppHatchery | UX Designer

May 2023 — August 2023 | Atlanta, GA

Designed a COVID-19 prediction app for mobile, utilizing UX research, data analysis, and iterative prototyping to create an intuitive UI that streamlined the individual recovery forecast process

Assurant | UX Design Intern

May 2022 — August 2022 | Atlanta, GA

- Developed UX playbook to guide the design team, elevate design practices, and contribute to shaping company strategies.
- Updated the design system to enhance scalability and foster a unified design language across platforms. This update was projected to increase design efficiency by **22%**.

Cooleaf | UX Designer

August — Dec 2021 | Atlanta, GA

- Led a team of four to integrate multimedia features into the platform.
- Conducted user research through **20+ interviews and user testing sessions**, crafting and presenting prototypes to stakeholders.
- Ensured accessibility by implementing features adhering to WCAG guidelines, extending the solution's impact to a wider audience.

Scaled Inference | Product Designer

June 2017 — Sept 2019 | Palo Alto, CA

- Led the design and product development cycle for Amp.ai, an AI- driven A/B testing SaaS tool, from concept to successful launch.
- Boosted user adoption by **89%** through the design of a user-centric onboarding process. Collaborated with cross-functional teams to design MVP, focusing on user retention and business objectives.
- Revamped the company website within an agile framework, leading to a **22% increase in website traffic**.

Education

Georgia Institute of Technology

M.S. Human-Computer Interaction

Cornell University

M.S. Information Science

Loughborough University

Computer Vision | CSC scholarship

Zhejiang University of Tech

B.S. Computer Science

B.A. English Literature

Skills & Tools

Design

Prototyping, Wireframes, Visual design, Participatory design, Storyboarding, Interaction Design, Responsive design, Data visualization, Mockups, Product management, Typography, Sprint.

Research

Survey and interview design, Data analysis, Cognitive walkthrough, Task analysis, Contextual inquiry, Usability testing, Information architecture, Competitive analysis, Accessibility evaluation, Heuristic evaluation.

Toolbox

Figma, Sketch, Miro, Notion, Adobe XD, Illustrator, Photoshop, JIRA, Final Cut Pro, Asana, Confluence, Tableau.

Programming

HTML, CSS, JavaScript, SQL, Java.