# **CELINE WANG**

## **Product Designer**

celineyzwang@gmail.com 734-730-8625

#### **SKILLS**

Heuristic evaluation Contextual inquiry Interaction design Competitive analysis Usability testing **UI** Design Wireframing Affinity mapping Card sorting User interview Data visualization Information design Graphic design

#### **TOOLS**

Proficient in Figma, Adobe XD, Principle, Sketch App, InVision, Photoshop, Illustrator, InDesign.

#### PRODUCT DESIGN WORK EXPERIENCE -----

## X, the Moonshot factory (previously Google X)

Mountain View, US; July 2024 - Now

Climate & Energy Al-products Desktop App Data visualiztion

- Leading UX design for GridOps App from zero to one at Tapestry, a project at X, that is building Al-powered products for a greener and more reliable grid
- Virtualizing grid system from raw data to informative and actionable dashboards
- Leading design pitch for new contract with Chile's National Energy Coordinator

## WorkSpan

San Francisco, US; April 2021 - Dec 2023

B2B CRM Cloud Marketplace Design System Mentorship

- Led Marketplace Accelerator App from ideation to launch, a new service at WorkSpan, that received good impact at AWS Re:Invent with pre-sales
- Unified design language and information architecture across all WorkSpan Apps
- Led high-priority design initiatives such as new user onboarding, SSO redesign, integration with Salesforce and Inline Edit for data table
- Hired and mentored interns, and helped grow our design team

## **Futureform Lab**

Vancouver, Canada; Dec 2020 - April 2021

Consulting Mobile App Desktop App UX Research Client-faced

- Led innovative design consulting projects at Futureform lab, a design consulting studio, for clients from sports, note-taking an AI Chat
- Collaborated closely with clients' in-house teams on design implementation

## EDUCATION -----

## School of the Art Institute of Chicago

M.A. in Art History, Chicago, Sept. 2018 - May 2020

## **University of Michigan**

B.A. in Art & Design, History of Art, Ann Arbor, Aug. 2013 - Dec. 2017