

Wenxin Ju (Wendy)

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917-826-4222

- An end-to-end product designer with expertise in SaaS and branding. I deliver user-centric solutions through creative problem solving for businesses.

■ Education

Carnegie Mellon University

Master's of Human-Computer Interaction

Pratt Institute

Graduated with Highest Honor

BFA Communications Design
Sustainability Minor

■ Skills

Design

Rapid Prototyping, Wireframing, Visual Design, Design System, Interaction Design, Data Visualization, Usability Testing, Heuristic Evaluation, Branding, Typography, Motion Design, Conversational AI, Accessibility

Research

User Interview, Competitive Analysis, User Discovery, Storyboarding, Contextual Inquiry, User Journey Mapping, Flowcharting, Information Architecture, Project Management

Prototyping

HTML, CSS, Javascript, Framer, Webflow, Wix

Tools

Figma, Sketch, InVision, Adobe Creative Suite (Xd, Photoshop, Illustrator, After Effects, Premiere Pro, InDesign), Maze, UserTesting, Voiceflow, Cinema 4D, Blender, Tableau, Miro, IOS, Android

■ Awards

D&AD Award New Blood Portfolio Winner
Forbes—"Best designed websites of 2023"
President List Honors, 2018-2021

■ Experience

Product Designer, inQ Services

Pittsburgh, PA | January 2023 - August 2023 | Contractor | IoT early-stage startup

Drove the **end-to-end** design of a map-based dashboard for a **B2B SaaS** facility management tool[?] across **4 design sprints** including a desktop and mobile app, achieving a **30% increase** in operational efficiency through usability testing

Delivered **4 key user insights** derived from diverse data points, engaging **50+ stakeholders** through conducting **qualitative and quantitative research** (interviews, contextual inquiry, focus groups, surveys, competitive analysis)

Shaped the MVP **product strategy** through **cross-functional collaboration** with the PM, UX researchers, and executives, **identified new product opportunities** through the transformation of legacy products

Built a **0 to 1 design system** to enhance scalability for future product expansion

UX Designer, VariAbility Lab

Pittsburgh, PA | December 2022 - May 2023 | Contractor | EdTech

Designed and shipped a **web-based coding learning platform**[?] for EdASE's first summer camp, engaging 30+ autistic high school students and instructors

Facilitated weekly meetings with 4 engineers from 2 institutions to address technical constraints in real-time collaborative coding, made design iterations based on feedback through an **agile process**

Created a **design specification** for engineer hand-off and established design standards that will guide all future iterations of the platform as it evolves

Visual Designer, Agenda

New York, NY | January 2022 - June 2022 | Full-time | Design consultancy

Redesigned and **launched** the new website for **Guardian Life financial tool**[?], collaborated with strategists and PM to enhance content relevancy and visual language in line with business goals that achieved high client satisfaction

Created style guides and spearheaded the design of mobile and tablet devices for **accessible cross-device experiences**

Independently developed new on-brand visual identities (logo, branding asstes), **driving 1000+ social media impressions** for Milliman Lab's event series[?]

Product Designer, argodesign

New York, NY | June 2021 - August 2021 | Internship | Design consultancy

Conceptualized and prototyped a personalized homepage for New York Life as part of the .com experience redesign, the website was launched in August 2023

Scaled and maintained the design system library of **over 100 components**, enabling faster time-to-market for new features

UI/UX Designer, Wix

New York, NY | June 2019 - August 2019 | Internship | Web development

Redesigned and **delivered** the landing page for a non-profit organization[?], gaining notable recognition from platforms like Wix blog and PRINT magazine