queena wang

Contact

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queenawzq.com

Education

Parsons School of Design
2018.8 - 2020.5 | New York
MFA Design and Technology

Cornell Tech
2019.8 - 2020.5 | New York
Product & Startup Studio

London College of Fashion
2009.9 - 2012.6 | London
BA (Hons) Fashion Management

Skills

UX/UI
User Research, User Flow, User Testing,
Wireframing, Rapid Prototyping

2D/3D
Visual Design, Brand Identity Design,
Illustration, 3D Modeling, Scene Design

Tools
Adobe Creative Suite, Sketch,
InVision, Figma, Cinema 4D, Unity

Experience

Freelance Product Designer
2020.9 - Present | New York

• Working with early stage startups to translate ideas into user flows, journey maps, and wireframes.

• Designing mobile apps, websites and redesigning corporate identities.

Cornell Tech - Product and Startup Studio Designer
2019.9 - 2020.5 | New York

• Collaborated with Digital Ocean and Cornell Tech to understand and resolve design challenges, executed end-to-end design solutions.

Sinovation Ventures - Designer (Deecamp)
2019.7 - 2019.8 | Beijing

• Collaborated with multi-disciplinary teams to explore applications of AI and machine learning in smart vending machines and medical assistants.

Overpass - Product Designer (Contract)
2018.5 - 2018.6 | Newark

• Worked with stakeholders to define the goals and requirements for redesigning the campaign wizard.

• Conducted heuristic analysis, observed user interaction with existing product design and ideated for new design solutions.

• Delivered wireframes, prototypes, icon designs and user flows.

Ahalife - UX/UI Intern
2017.12 - 2018.4 | Brooklyn

• Leveraged data from Google Analytics to identify content that performed well, as well as under-performing content in order to improve the Ahalife website design.

• Conducted internal interviews and interviews with the sellers to understand problems with the existing brand portal design.

• Designed wireframes and prototypes for the new brand portal and tested with sellers and iterated based on results.

Fashion Product Management
2012 - 2017 | New York

• Approximately 5 years of experience working in product management at world leading fashion companies.

• Experienced in problem solving, product management. Great communication and adaptive skills.