JERRY WANG

Product Designer with 4 years of experience working on fintech, investment, and marketplace products. Previously founding designer at Series-A startup. Skilled at web & native iOS apps, design systems, responsive websites, and brand identity. Fluent in Figma, Adobe, Spline, HTML, CSS, Javascript, Webflow, Notion. Currently based in Toronto, Canada.

Professional Experience

Feb 2023 - Current

Independent Design Consultant / Remote
- Worked with early-stage startups (Pre-seed & seed) on their products, brand identity, websites, and pitch decks.
- Industries: AI, Web3, Fintech

Aug 2021 - Feb 2023

Senior Product Designer / LEX Markets / New York (Remote)
- Led the growth product of our both responsive web and iOS app.
- Increased our brokerage account creation rate by 92% (from 14% to 25%).
- Acquired 16k+ new signups, 4k+ brokerage accounts, and $6.5M+ customer fund.
- Redesigned company website and achieved 10% signup conversion rate.
- Established and maintained our design system.

Nov 2019 - Feb 2023

Founding Designer / LEX Markets / New York (Remote)
- Led design on the waitlist app and investor platform on both Web & iOS.
- Acquired 15K+ users and $2.5M+ deposits within 3 months after public launch.
- Established the LEX brand identity and brand guidelines.
- Designed and developed the company website using Webflow.
- All fundraising pitch decks.

Aug 2019 - Feb 2020

UX Designer / ByteDance / Shanghai
- I worked on the video conference segment of a SaaS product called Lark.

Projects & Talks

2022

Guest Speaker - Class / NYU / Virtual
→ Guest speaker for the course "Introduction to Financial Technology"

Education

New York University / Campus: Shanghai & New York
→ Bachelor of Science / Major: Interactive Media Arts / Minor: Computer Science

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