

# Wei Kang

## SENIOR PRODUCT DESIGNER

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### SUMMARY

A solution-based senior product designer with over 6 years of product design experience, created and launched over 12 products and features. Enhanced user experience for over 6 million people and designed AI, SaaS, B2B, and consumer-facing product solutions.

**Skills:** User Experience Design, Design Thinking, Agile Software Development, User Research, Usability Testing, Wireframe, Prototype, User Flow, User Journey Map, Persona, Storyboard, Motion Design, Illustration, Visual Design, Brand Strategy

**Tools & Languages:** Figma, Adobe Creative Suite, Sketch, Microsoft 365, InVision, Cinema 4D, HTML&CSS, Unity, C#, Swift

### EXPERIENCE

#### Product Designer

September 2021 - Present

Verneek Inc, New York

*A deep tech generative AI startup that enables people to make better and faster decisions.*

- Spearheaded the development of desktop and mobile AI products from end to end, overseeing every phase, including from defining to prototyping, yielded a 40% user engagement rate and a 13% conversion rate.
- Collaborated with Sprouts and Motherly to identify pain points and develop tailored solutions, resulting in a 45% growth in user engagement and empowering 6M users to make informed decisions.
- Enhanced user experience by incorporating over 100 insights to drive product iterations, achieved a remarkable 200% user adoption rate, a 26% surge in user satisfaction, and a 15.4% rise in net promoter score.
- Collaborated cross-functionally with product managers, engineers, and content creators to shape product strategy, lifted in an 8.3% enlargement in user adoption and an 18.7% boost in customer satisfaction scores.
- Implemented a comprehensive design system and provided clear implementation guidelines, accelerating efficiency by 40% and decreasing time spent on design revisions by 30%.
- Innovated in visual communication, pioneering illustrations and motion graphics for products, marketing materials, and branding efforts, and sustained a 30% gain in customer conversion and market share.

#### Product Designer

May 2017 - September 2021

Wrino(Former Fablur), Remote

*A social connecting app that builds connections through collaborative writing.*

- Boosted user engagement by 11% by leading the design of two pivotal features: the writing invitation and private story functions by analyzing Daily Active Users and Monthly Active Users rates in collaboration with stakeholders.
- Elevated Daily Active Users by 8% by extracting insights from user research, fostering empathy, and addressing user problems to refine product functionalities.
- Achieved distinction as one of the top apps featured in the 'Best New Apps and Updates' category by Apple Store editors, highlighting an outstanding performance and user experience.

#### Product Designer

July 2021- August 2021

JLL

*A professional services firm that specializes in real estate and investment management.*

- Headed and developed Zhenliang, the first real estate full-format digital asset management SaaS platform, contributing to annual revenue 2022 of \$20.862B, a 7.72% increase from 2021 in JLL.
- Executed the creation of Zhenliang's inaugural dashboard product, enabling over 50 clients to assess properties—expertly defined challenges from concept to implementation.
- Elevated user satisfaction by 12% through an in-depth analysis of existing user flow impediments and exhaustive research to identify pain points, refining the user flow to be more intuitive and sophisticated.

- Guided cross-functional teams in implementing best practices within two weeks, lifting in a 40% improvement in project delivery timelines and a 50% reduction in rework.

## **Product Designer**

August 2020 - October 2020

### **Microsoft Design Expo, New York**

*A program partnered with Apple and sponsored by Microsoft Research, which needs to design a user experience prototype to solve real-world problems.*

- Orchestrated development and launched an AR diabetes management solution using Hololens, which leveraged 30% in customer satisfaction.
- Redefined healthcare interactions by combining state-of-the-art technology with in-depth user research. Raise user adoption rate by 40% and 35% in patient engagement.
- Collaborated closely with cross-functional teams to develop a low-fidelity prototype within a month, facilitating quick evaluation and feedback and elevating 30% customer satisfaction.

## **EDUCATION**

### **MPS Interactive Telecommunications Program**

Tisch School of the Arts, New York University

### **BFA Academy of Arts & Design**

Tsinghua University

## **CERTIFICATES**

Google UX Design Professional Certification