# 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 30 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, InVison, Cinema 4D, HTML&CSS, Unity, C#

## EXPERIENCE

**Lead Product Designer**                                                                                     September 2021 - Present

**Verneek Inc, New York**

*A deep tech AI startup that builds a developer-friendly domain-general AI Platform, providing enterprises with one holistic hyper-personalized and hyper-localized conversation search & discovery AI on top of any of their digital or physical environments.*

- Spearheaded the development of domain-specific AI across desktop and mobile from end to end, overseeing every phase, including from defining to prototyping, enabling over 30 million users to leverage their experience with shorter research time.
- Worked with Motherly to yield a 40% user engagement rate and a 13% conversion rate with an aesthetic and functional conversational AI contributing to dialogue search engines and recommendations.
- Collaborated with Sprouts to identify pain points and develop tailored solutions, resulting in a 45% growth in user engagement and empowering 6 million 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 2021in 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