Eric Wang

UX Designer based in San Francisco Bay Area, aiming to create streamlined, accessible and delightful experiences

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Education

UC Berkeley
2022–2025

B.A. Cognitive Science
- The Berkeley Certificate in Design Innovation
- Organizations: Berkeley Innovation, Invention Corp @ Berkeley

Experience

Alphabet — Youtube Music
May 2023 - Sep 2023
Remote

Interaction Design Intern
- Refactored the information architecture and module layout of the Explore section, using design tools to result in a 17% uptick in daily interactions and a 27% increase in user engagement. Conducted 30+ usability tests, applying human-centered design principles, identify problems and resolving critical user pain points, leading to a 10% improvement in user satisfaction ratings.
- Optimized music exploration interface design products by crafting user flows, wireframes, and prototypes, maintaining high standards in visual design.
- Streamlined product development in a cross-functional collaborative environment, demonstrating strong teamwork and communication skills.

Dr.Lambda.ai
Sep 2023 - Dec 2023
San Francisco, CA

User Experience Design Intern
- Implemented 4 AI use cases within an AI-driven slide builder, focusing on intuitive design and resulting in a 40% increase in user engagement.
- Executed 5+ iterations based on prototype testing, leveraging data insights and A/B testing feedback with interactive prototypes, reducing task completion time by 26%.

SmartPrep
Sep 2023 - Present
Berkeley, CA

Founding Product Designer
- Led the end-to-end UX for a B2B AI-Native EdTech Platform, taking ownership in agile methodology of product management, enhancing the iterative design process.
- Achieved a $4.2M valuation, establishing long-term contracts and collaborating with international K-12 schools, demonstrating strong collaboration skills in design teams.
- Influenced product feature prioritization, emphasizing usability and efficiency in education, leading to a 20% acceleration in hitting key milestones.
Pioneered the 0-1 design of information architecture and user flows emphasizing usability and efficiency in the education setting, leading to a 20% acceleration in hitting key milestones
- Drove feature development by conducting 40+ generative and 200+ evaluative interviews, influenced product feature prioritization, and success metrics for launch evaluation

Petkeley
Jan 2023 - Present
Berkeley, CA

Founding User Experience Designer
- Spearheaded 3 product pivots and rapid iterations, exhibiting divergent thinking in crafting an AI-driven social environment that garnered significant investment.
- Developed user flows and screens from scratch, catalyzing user growth0,000+ in 3 months and showcasing an inclusive and curiosity driven design.

ThredUp
Sep 2022 - Dec 2022
Remote

Product Design Consultant
- Analyzed primary user research data from 100+ college students, utilizing data science methodologies to inform design solutions that achieved significant user base growth.
- Crafted 30+ high-fidelity prototypes using Figma, elevating user engagement by 30% through innovative social UX features, showcasing proficiency in design team and design tools.

Skills

Design
UI/UX Design • Wire-framing • User Flow •Prototyping • Design System • Human-Computer Interaction • Animation

Research
User Interviews • Usability Testing • A/B Testing • Surveys • Competitive Analysis Research • Data Analysis

Tools
Figma • Sketch • Webflow • Invision • Miro • usertesting.com • Adobe Creative Suite • Microsoft Office Suite