

Wenwen Song

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SUMMARY

Loving creating delightful user experience by way of user research and analysis, ideation, wireframe, prototyping, visual design, and usability test. Having experience designing conversational user interface, interactive maps, map-based products for both mobile devices and desktops.

Online Portfolio: www.awenwensong.com

EXPERIENCE

UX/UI Designer (Point Inside, 11/2016 - present)

Designing user experience for indoor maps and various map-based products by way of research, journey mapping, ideation, wireframe, prototyping, visual design, and testing. Primary projects I've worked on:

- Envisioned and designed the conversational product and service location lookup experience for the in-store retail chatbot on FB Messenger and SMS.
- Designed Dynamic Maps, an interactive map that could be easily implemented by customers in their own iOS/AOS apps, webs, and kiosks.
- Redesigned Audit Tool, a mobile tool for product location collection and audit which successfully increase labor efficiency by over 50%.
- Designed a travel app called Flyer featuring airport maps and indoor navigation to make traveler's Day of Travel more frictionless.
- Helping optimize internal map creation and update process with user research methods and by improving the map editing tool.
- Developing an indoor map style guide and establishing map design standards

UX/UI Designer (Learn Together, 11/2015 - 11/2016)

Designed Learn Together App: a mobile-first social learning platform that features on the exclusive networks, conversational mentorship, and modular learning widgets.

- Designed and oversaw user study sessions with customers from Alaska Airlines and Costco, including survey, user interviews, Concierge MVP, and usability test
- Created wireframes, prototypes, and mockups for mobile app, and created HTML/CSS templates to developers
- Fixed UX problems and improved the current user interface for current web application

UX Designer, Intern (Wali XSharp Ltd., 04/2016 – 07/2016)

- Redesigned Wali Mobile App, including optimizing existing information architecture, improving user experience flow, and redesigning user interface.
- Created visual materials for sales and marketing team

Digital Content Producer, Intern (Tencent, 02/2013-06/2013)

- Assisted product manager in new product testing, tracked user engagement, and analyzed user feedback
- Maintained official department Microblog account, produced social media content, planned weekly online events, produced visual assets for websites, and facilitated conversations to engage users

EDUCATION

University of Washington (Seattle, Washington, 09/2014-03/2016)

Master of Communication in Digital Media, Visual Communication Focus

Graduate work in User-Centered Interaction Design, Advanced User research, Gaming: Communication Strategy in Virtual World, Information Visualization, and Multimedia Storytelling

Wuhan University (Wuhan, China, 09/2010-07/2014)

Bachelor of Arts, Network Communication

Undergraduate courses include Visual Communication, Website Design, Animation Design, and Online Sociology