Maorong Wang

maorongdesign.com

linkedin.com/in/maorong-wang

maorwang@gmail.com

469-888-9019

Pasadena, CA | Seattle, WA

Open to Internship & Fulltime Opportunities

Education

ArtCenter College of Design
Pasadena, CA
BS in Interaction Design
Sep 2019 – Dec 2022
- Undergrad Scholarship — Sep 2019 – Dec 2022
- Provost's List — Dec 2021

University of California, Davis
Davis, CA
Studied Applied Math Major
Sep 2016 – Jun 2019
- Dean's Provost List — Dec 2017

Skills

Language

Mandarin - Native

English - Fluent

Spanish - Intermediate

Software

Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effects), Figma, Solidworks, Keyshot, Unity, SparkAR, C4D, Webflow, HTML/CSS, Javascript, Python, C

Research & Strategy

Market Research, STEEPX Trend Analysis, Qualitative / Quantitative User Research, User Behavioral Continuum, Consumer Archetypes, Affinity Diagram, Positioning Matrix, Brand Strategy, 10-Year Road Map

Design & Presentation

User Flow, Journey Map, Posture Study, Information Architecture, Wireframe, Prototype, Usability Testing, Iterative Design, UI Design, Multi-Platform Responsive Design, Visual Identity, User Scenario, Story-tell Presentation, (Interactive) Motion Design

Experiences

Spatial Labs
Marina Del Rey, CA
UI/UX Research + Design Intern
May – Aug 2022
- Fully responsible for the UI/UX updates to the mobile application.
- Improve digital user experience by usability testing, identifying UX issues, and proposing interaction strategies.
- Collaborate with the design team to establish a digital product experience and design system.
- Elevate platform-wide visual design consistency based on design system.
- Design and build UI component library aligning with company branding.
- Coordinate with hardware / software partners to develop a production-ready Web3 device.

Interactivism
Pasadena, CA
UI/UX Design Contractor
Apr – Jul 2022
- Work with multiple clients on mobile / desktop websites at a design agency.
- Design (Figma), build (Webflow), and launch a website.
- Create mockup wireframes and prototype interactive user flow for the mobile and desktop websites to conduct further usability testing.

Industry-Sponsored Projects

Jacuzzi
Remote | Pasadena, CA
Brand Strategy & Product Design
May – Aug 2021
- Partnered with a product designer to create a new brand for the Jacuzzi Group, targeting at the new generation.
- Designed a successful and thorough brand strategy through extensive marketing and user research.
- Defined visual brand identity guidelines for the new brand, including marketing campaign, online website experience, and mobile app experience.
- Created user scenario video (AE) to story-tell the overall brand experience from multiple touch-points.
- Role in the team: Research & Strategy, Brand Attribute Video, Visual Brand Identity, Marketing Campaign, Website & Mobile APP Design, User Scenario Story and Video.

Genesis
Remote | Pasadena, CA
Showroom & Vehicle Experience Design
Jan – Apr 2021
- Collaborated with transportation designer and environment designer to build concept car and showroom experience for Genesis in the year 2040.
- Designed interactive motion graphics to be displayed in the showroom, and as a marketing campaign.
- Edited final scenario video to showcase vehicle & showroom experience.
- Role in the team: Research & Strategy, Vehicle & Showroom User Experience, Showroom Motion Graphics, Marketing Campaign, Video.