

Shuning Wang

User Experience Designer

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[Portfolio Site](#)

My Passion

Conducting thoughtful research to understand users;
Thriving in collaborative teams to design more intuitive,
usable and enjoyable products.

Projects

User Research & App Prototyping

TripAdvisor & CVS | Jan-May.2018

- Conducted user research by interviewing customers of various background and preferences
- Designed and iterated the app concepts with artifacts of both low and high fidelity
- Conducted usability tests to validate solutions

Usability Testing

MATLAB Add-on Explorer | Sep-Dec.2017

- Evaluated MATLAB web experience by conducting heuristic evaluations
- Facilitated usability testing by creating moderator guide, recruiting participants and leading test sessions
- Analyzed findings to provide recommendations to improve information classification and function of the website

Field Research

Bentley Graduate School Admission | Sep-Dec.2017

- Led user research study by creating research plan, calculating budget, drafting protocol and recruiting participants
- Provided recommendations and reports to improve graduate school admission process

Ethnographic Research

Bentley Graduate Administration | Sep-Dec.2017

- Implemented ethnographic study on the subject of international student class participation to improve class engagement
- Interviewed students and professors, and performed analysis to generate constructive recommendations

Information Architecture

Etsy Website | Jun-Jul.2017

- Analyzed the site information architecture and redesigned the website to increase its learnability and findability

Professional Experience

UX Researcher

Ipsos | Boston | Apr-Sep. 2019

- Communicated to team and stakeholders, wrote research protocol and moderator's guide
- Conducted moderated usability tests and unmoderated qualitative user research for both software and hardware products
- Analyzed qualitative data & generated reports

UX Designer & Researcher

BlocksCAD Inc | Boston | Feb-Apr. 2019

- Conducted usability tests & presented insights
- Designed prototype & marketing materials

UX Design Intern

TheWholeBrain Fdn. | Bos | Oct-Dec. 2018

- Designed the prototype of website framework

UX & Market Research Intern

IXL Center | Boston | Jun-Aug. 2016

- Conducted market and user research

Finance | Management | Audit Intern

Pine Street Inn | Boston | Jan-May. 2016

Getrag Ford Transm | UK | Jun-Jul. 2014

Ernst & Young | China | Jul-Aug. 2012

Education

M.S. Human Factors in Information Design

M.S. Accounting

Bentley University 2015-2018

B.A. Accounting

University of Liverpool & XJTLU 2010-2014

UX Skills

Design

Sketch, Axure, Figma, Photoshop, Adobe Suite

Research

Usability Testing, Ethnographic Research,
Field Research, Information Architecture