Tina Wang

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AWARD-WINNING DESIGNER

Product designer with 3+ years of experience turning complex, data-heavy systems into clear, intuitive tools. I've led CRM dashboard design and revamped enterprise quoting platforms used by thousands– balancing institutional scale with usability. I take full ownership of the design process through tight iteration and close cross-functional collaboration in fast-paced, high-growth environments.

SKILLS

Figma · UX Research · Data Visualization · Design Systems · A/B Testing · Agile · Component Library · Mobile & Web UI · Wireframes & Prototypes · Research · Typography · Bilingual (Mandarin/English)

WORK EXPERIENCE

Fishbowl (B2B Enterprise)(Data-Analytic SaaS) — Remote
Product Designer — *Dec 2023 - Present*

- **Redesigned a scalable CRM dashboard and guest profiles**, translating complex marketing data into actionable insights—driving a 30% NPS increase and enabling deeper, more personalized outreach.
- **Led UX and accessibility improvements across Email/SMS campaign tools**, boosting engagement and compliance for both broadcast and trigger-based flows.
- **Overhauled visual systems across platforms**, including CRM and web, streamlining navigation and design hierarchy to improve usability, conversions, and long-term scalability.

Liberty Mutual (B2B Enterprise)(Insurance/finance) — Remote
Associate Product Designer — *Sep 2022 - Nov 2023*

- **Redesigned a legacy quoting tool used by 30,000+ insurance agents**, improving accessibility and reducing quoting time by 15% and error rate by 8%.
- **Built and maintained a scalable component library**, streamlining workflows between agents, corporate teams, and consumers to enhance communication and efficiency.
- **Led research-informed design across enterprise and consumer insurance tools**, including a mobile app for 50,000+ users, driving seamless premium payments and improved user satisfaction.

Mixbook (B2C)(Graphic design platform) — Remote
Contract UX Designer — *May 2022 - Sep 2022*

- **Redesigned key e-commerce flows**—including landing, product detail, and checkout pages—to improve conversion and align with brand strategy.
- **Partnered with SEO and marketing teams** to optimize visibility and ensure a cohesive shopping experience across touchpoints.
- **Led heuristic evaluations and user testing**, translating insights into actionable design improvements and informing cross-functional product decisions.

Neiman Marcus (B2C) (E-commerce) — Remote
Contract Visual Designer — *Oct 2021 - Apr 2022*

- **Developed targeted marketing materials** that effectively guided potential customers through the conversion funnel, achieving 13% increase in conversion rates during holiday season.
- **Maintained brands tone consistency** for over 500+ fashion vendors, ensuring seamless multichannel marketing execution that contributed to growth in customer engagement metrics.

Harper and Scott (Printed Product) (E-commerce) — NYC

- **Cultivated distinctive visual and branding identities** for Fortune 500 clients, leading to a contract win rate improvement of 40% against competing agencies, significantly boosting the agency's market presence.
- **Spearheaded the creation of comprehensive multi-channel marketing strategies** that enhanced brand visibility across digital and physical spaces.

AWARDS

- **2021 Thinkful UX UI Hackathon,** *Finalist*
- **2018 Independent Handbag Design Awards,** *Finalist*
- ***2013 Diet Coke Young Designer Contest, Semifinalist***

EDUCATION

School of the Art Institute of Chicago   **Chicago**
Merit Scholarship Recipient, Bachelor of Fine Art

Thinkful Product Design Bootcamp   **Remote**
Certification