Tina Wang | UX Lead

Lead Full-Stack UX Designer with **12+ years of experience** and **60+ projects** delivered, primarily focused on designing impactful **B2B and B2C** solutions across **desktop and mobile platforms**. Skilled in creating end-to-end enterprise product experiences, specializing in complex **0-to-1** workflows, **SaaS** solutions, **collaboration** tools, and **admin management** systems.

Experience

Mitel • UX Lead
2017 – 2024 • Sunnyvale, CA

As **UX Lead** at Mitel, led the design of Mitel's **flagship SaaS products**, reaching over **2.5 million monthly active users** across collaboration, meetings, telephony, and admin tools.

- Partnered closely with stakeholders to **shape project scope, objectives, and roadmap,** driving strategic decisions through user research, analysis, and impactful presentations to the broader team.
- **Spearheaded the end-to-end design** of Mitel's cloud enterprise products, achieving a **29% annual growth increase** and **boosting customer retention by 24%** through a design-focused approach to product development.
- Played a key role in developing and maintaining the **company design system** as well as **accessibility standards,** establishing design patterns, interaction guidelines, and documentations used across the teams.
- **Mentored mid to senior level UX designers,** fostering their growth and skill development.

Alibaba, Baidu, Columbia University • Freelancer Designer
2014 – 2016 • Santa Clara, CA

As Freelancer UX designer, successfully delivered multiple projects for clients in both US and Chinese, ranging from **E-commerce, public transportation, Internet of Things,** etc.

- Designed a couple of promotional page for **China's largest E-commerce company Taobao, Alibaba,** boosted **sales revenue by 45%.**
- Spearheaded the interactive web-based widget tools design for **Baidu, China's leading search engine**, such as calendar, weather, exchange rate, etc.
- Partnered with **Columbia University** to deliver a bus reservation transportation mobile app for their students and faculty.
- Delivered conceptual **Internet of Things (IoT)** design for remote Air Conditioner control.

Accenture • Mobile App UX Designer
2013 – 2014 • Beijing, China

- Delivered multi projects on all main mobile platforms, including **IOS and Android**.
- Provided **0-to-1 end to end** UX solutions for multi **Fortune 500** companies, such as **Unilever, PetroChina, China Telecom**, etc.

Nokia • Interaction Designer
2011 – 2013 • Beijing, China

- In charge of 10+ **Nokia native features** end-to-end designs including Wi-Fi, child safeguard, Bluetooth, cost-center, panorama, self-portrait, Dual-SIM settings, etc
- Reached over **160+ million Nokia mobile device users** in total.

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Education

International Technological University, California
M.S. in Digital Art
2016 – 2017

International of Science and Technology, Beijing
M.S. in Information Science
B.S. in Information Science

UX Design

Product Design, UI/UX Design, Design Strategy, Visual Design, Responsive Web Design, Wireframing, Prototyping, Information Architecture, Design System, Web, Mobile, Desktop, SaaS, Branding, Accessibility

Other Skills

User Research, Agile Development, Usability Testing, A/B Testing, Product Management, Presentation, Data Analysis, Roadmapping, Team Management, Design Sprint Facilitation

Tools

Figma, Sketch, Adobe Creative Suite, After Effect, Photoshop, InVision, Zeplin, Axure, Overflow, HTML, Javascript, CSS

Licences & Certifications

Microsoft Accessibility Certificate
Mar 2021

Global Case Design Challenge - 1st Place
Nov 11, 2016 San Francisco