

Naiyou Wang

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Education

Bachelor Degree in **Information Management and Technology & Industrial and Interaction Design**
Syracuse University 2018-2023 GPA: 3.72

Experience

Graphic/UX Designer, Contract

Feb, 2024 - Present

Jaguar Land Rover, NY

- Engaged as a contractor to deliver UI/UX design services for the development of Jaguar Land Rover's internal training mobile platform.
- Crafted graphics, including presentation pages, for proposals targeting JLR clients.

Web Designer / Social Media Marketing Assistant

Sep, 2023 - Dec, 2023

Osvdo / Xinkun Marine

- Developed and optimized Xinkun Marine's website specializing in commercial boat accessories, utilizing WordPress software to enhance SEO across landing and product pages.
- Edited promotional videos showcasing company business operations and manufacturing processes for dissemination on TikTok.

UI Design Intern

Oct, 2021 - May, 2022

Graviti, Shanghai, China

- Collaborated on inclusive UI projects for company web pages, spanning both mobile and desktop interfaces.
- Designed user-friendly and consistent interfaces using Figma and other tools, helping marketing team push conversion rates by 2%.
- Conducted user research, incorporating feedback into design iterations, and employed SEO techniques for improved website traffic and accessibility.

Design Consultant

Sep, 2019 - Nov, 2019

United Nations & Syracuse University, NY

- Collaborated on the design product for the United Nations exhibition, focusing on human-centered and user friendly design research.
- Communication with various group members and provided advice based on usability and interaction with the display.

Award & Organizations

- Design Led No Code Hackathon Contest 1st Place Winner** Sep, 2022
- Human Subjects Research at CITI Program** 2020-2023
- IDSA (Industrial Designers Society of America) at SU** Aug, 2022 - Present

Skills

Design Software & Skills

[Adobe CC Suite] [Adobe After Effects] [Complex System Design] [Figma] [Graphic Design] [Motion Graphics] [Prototyping] [Storyboards] [User Interface Design] [UX Research] [Web Pages Design] [Wireframing]

Tech & Other Skills

[Agile Development Methodologies] [CSS] [HTML5] [Problem Solving] [Responsive Design] [SEO] [System Management] [W3C Web Standards] [Web Developer]