Ryan Wang

www.ryanrwang.com
ryanrwang@gmail.com

Experience

Design Lead - Customer Experience

Motoinsight Inc. (division of TRADER Corporation) | April 2019 - Current

Worked closely with multiple teams to research, shape, design, and optimize an omni-channel automotive retailing platform powering the digital experiences of hundreds of car dealerships and several OEMs including Hyundai, Volvo, Volkswagen, and Mitsubishi across Canada and the United States with 450,000 monthly users and growing.

Responsibilities include analyzing competitors, creating user journeys and flows, designing prototypes, presenting solutions, validating with data driven usability tests, testing and approving release candidates, setting up and monitoring conversions and metrics, analyzing user behavior to identify opportunities, building and running A/B tests, assisting with design systems, guiding junior designers, and managing multiple projects with multiple teams to satisfy a weekly release cycle.

UI/UX Designer

Quartermaster Inc. | December 2015 - December 2018

Worked closely with stakeholders to design a platform for digital home organization with reward based habit loops and a hyperlocal social network to refer & connect with home professionals. Roles include gathering requirements from stakeholders, researching competitors, designing user flows and rapidly iterating from ideation to interactive prototypes to pixel perfect designs, incorporating motion design and creating animations, building and maintaining the design system, working with engineers to provide detailed handoffs, guiding junior designers, and assisting in QA testing.

UI/UX Designer

AgentFlux Inc. | February 2014 - June 2015

Designed several real estate products including a CRM for Realtors, a homeowner platform, and a standalone home listings app. Sole designer responsible for designing the web and mobile apps from the ground up, providing redlining, creating brand guidelines, and supporting the sales team with marketing materials.

Freelance Designer

June 2012 - September 2014

Provided clients with graphic design services including UI & web design, branding and visual assets, concept designs for physical and digital goods, print and packaging materials, presentation slides, and illustrations.

Co-Founder & Art Director

SkopWorks Inc. | March 2012 - July 2015

Co-founded a small game development studio. Responsible for directing and creating all visual aspects of our games including concept art, environment art, game assets, animations, UI design, web design, branding, and marketing materials.

Education

User Experience Design

BrainStation | 2019

Bachelor of Information Technology (with Highest Distinction)

Ontario Tech University | 2017 - 2011