



# Wenbo Wang

user experience, web, mobile

(650) 450-6583

bleedwang@hotmail.com

www.wenbowang.com

## Objective

User Experience Designer, weaving a balance between technology and design, satisfying the needs of customer and fulfilling the business requirements.

## Experience

Information Architect, Federal Reserve Bank of San Francisco  
July 2009 – current, San Francisco, California, USA

Led research, conceptualization and development of company's website redesign. Consolidated user research results, built wireframes and high-fidelity mockups for user testing, prepared the mobile version of website using HTML5 and optimized webpage for search engine. Propelled social media strategy by building design standard, rolling out editorial guide and initiating social media campaigns. **Web traffic increased by more than 25%** since project launch.

Kept tracks of major projects and facilitated communications among clients, designers, developers and stakeholders. Ensured compliance with government branding and accessibility requirements. Redesigned Career Portal and produced three high-impact post-conference websites to better serve our users; **receiving both internal and external positive feedbacks.**

User Experience Designer, Contractor, Asus

May 2009 – Jul 2009, Fremont, California, USA

Analyzed resistive and capacitive touch screen behavior, conducted user study, wrote technical specifications and designed native tablet touch screen applications. Collaborated with external solution providers, oversea engineers on rolling out **the first prototype in three months** which got **featured on famous tech blog Engadget.**

User Experience Intern, SAP Labs

Jun 2008 - Dec 2008, Palo Alto, California, USA

**Winner of SAP 2008 design challenge**, 'Visual Carbon Label module on SAP system'; the design proposal have also been accepted as a workshop paper and published in ACM CHI conference 2009.

Worked closely with Senior User Experience Designers, Solution Managers and Developers, hand-coded HCM, CRM and SRM application prototypes using agile method, documented technical specification and conducted usability testing to do iterative design, **user satisfaction rate up by 30%.**

Assistant Product Manager (UI), Senwainfo,

2005 - 2007, Shanghai, China

Translated business requirements into software solution and designed the interface of company's ERP product, finished three onsite implementation projects successfully, experienced product's entire development cycle.



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## Education

Master of Science in Information, University of Michigan

May 2009, Human-Computer Interaction

Bachelor of Science, Shanghai University, China

June 2005, Electrical and Computer Engineering

## Skills

HTML5	●●●●●	CSS3	●●●●●	JavaScript	●●●●●
Wireframe	●●●●●	User Testing	●●●●●	Survey	●●●●●
Photoshop	●●●●●	Illustrator	●●●●●	Visio	●●●●●
MS Office	●●●●●	UI Spec	●●●●●	PM	●●●●●

## Publication

Workshop paper, Visual Carbon Label, Busse D, Wang W, Association for Computing Machinery CHI 2009

## Honor

Merit Scholarship from School of Information, University of Michigan

Merit Scholarship from Shanghai University

President of Student Assembly, School of Electrical Engineering, Shanghai University, 2002 - 2004

Designed and improved the user experience of hitchsters.com, which was selected as "50 Best Websites 2007" by Time magazine.