

Rena (Yu Ning) Wang

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SUMMARY:

A highly creative and motivated self-starter with 5 years of design experiences seeking for UI/UX Designer position. I am passionately curious about design and IT, and I enjoy turning complex problems into simple, user-friendly, and beautiful design experiences.

SKILLS:

User Experience Design, Interactive Design, Design in 3D, Immersive Experience Room Design, Augmented Reality Design, Mobile & Web Design, Design for no-code low code, Design for Data Visualization, User Interview, Persona, Storyboarding, Research Analysis, Usability Testing, A/B Testing

TOOLS:

Figma, Sketch, Adobe XD, Adobe Photoshop, Axure, InVision, Premiere Pro, Camtasia, and SAP Build Apps

EDUCATION:



KYOTO UNIVERSITY
Graduate School of Management

Kyoto, Japan
April 2018 – September 2020

- Candidate for Master of Business Administration (MBA)



UNIVERSITY OF WATERLOO
Faculty of Economics

Waterloo, Canada
September 2012 – December 2017

- BA (with Distinction) in Honors Arts and Business with Digital Arts Communication Specialization

WORK EXPERIENCE:



SAP JAPAN
UI/UX Designer

Tokyo, Japan
September 2019 – Present

As a UX designer of SAP Innovation Office team, I closely collaborated with stakeholders and assisted them with innovative design solutions. In total, I have created 35+ designs (mobile, web, Immersive Experience, Design in 3D etc.) during my 4 years at SAP, projects include:

1. Vaccination Distribution Project for the Okinawa City Government
 - Collaborated with Qualtrics team to design the overall user experience enabling Okinawa citizens to easily register for the first shot of vaccination, and for the city government to efficiently track vaccination record and monitor potential side effects
 - Designed and delivered three personas, a journey map, and a comprehensive vaccination instruction document. These designs were presented to the city officials of Okinawa Government, and later implemented in the actual vaccination process
2. Sports Uniform Customization App for a Japanese sports clothing brand
 - Designed an end-to-end interactive and responsive digital experiences, including a mobile application, new UX on S/4 HANA, a Qualtrics experience, and a presentation on SAP Storyboard.
 - The product and the design solution successfully secured a deal of 2 million Euros
3. UX direction of a B2B Payment solution to one of the largest card payments organizations
 - Facilitated design thinking sessions with cross-discipline stakeholders, co-led in concept explorations, and digital strategy definition
 - Led the user research process, conducted surveys and one-on-one interviews with 20+ enterprises from 6 countries. Delivered a comprehensive study summary report prior to a three-day design sprint at customer's office
 - Developed wireframes for the minimum viable product (MVP) and won the deal of 1.1 million Euro
4. Business Responsibility & Sustainability Reporting (BRSR) dashboard for a major Indian multi-industry company
 - Obtained user data with analytics reporting to create the interactive dashboards for tracking the company's sustainability goals, such as environmental objectives and employee diversity
5. 'Future of Banking' immersive experience for one of the four largest banks in South Korea
 - Collaborated with industrial experts to create an reimagined digital banking experience using tools such as persona and journey map
 - Developed UX screens and created the final presentation in the 360-degree Immersive Experience Room

APJ Design 2 Build (D2B) Hub Lead

September 2022 – March 2023

D2B Hub is an organization uniting all designers and developers in SAP to bring innovative ideas, practices and demos across regions. As the D2B Hub Lead, I supported on hub development, value proposition, strategy planning of D2B Hub in order to build a vibrant community of innovators within APJ.

I have organized events such as the Innovation World Cup, D2B Learning Week, and Digital Heroes, and facilitated design related skill development for over 200+ members in D2B Hub



MICROSOFT

Channel Marketing Specialist & Graphic Designer

Mississauga, Canada
August 2016 – May 2017

As a marketing designer in the channel marketing team, I collaborated closely with retailers including Amazon, EB Games, Walmart, and Best Buy. My responsibilities revolved around designing innovative campaigns and ensuring optimal sales performance for Xbox, Surface, and Windows product. My projects include:

1. Boxing Week Visual Merchandise Promotion
 - Created a series of visually captivating posters for the Boxing Week promotion, which were displayed across 410 Walmart locations throughout Canada. This initiative resulted in a revenue generation of over \$500,000 in one week
2. Launching of Deadrising 4 (an action-adventure video game)
 - Participated in the development of the marketing strategy on social media platforms. This involved analyzing target audience demographics, identifying key messaging, creating engaging content to generate interest
 - Collaborated with EB Games and created page design on their website. Aligned the design with the game’s branding and aesthetics
3. Surface Laptop Skin Customization
 - Created the product design for how Surface could look like with customization. Pitched the design and my design to the senior management, my idea was accepted and transformed into a program in the following year.

Microsoft Surface Student Ambassador

May 2017 – March 2018

After an 8-month contract with Microsoft, I got selected as one of the Student Ambassador, to promote and drive engagement with Microsoft Surface devices. My key highlights include:

1. Developed videos and graphics of Microsoft Surfaces to raise awareness among the student communities. I leveraged social media platforms such as Facebook, YouTube, and Instagram to share contents with hashtag #MySurfaceStory
2. Initiated sales of Surface laptops on campus by hosting events and organizing smart study sessions for the students to experience the benefits of Surface devices and make informed purchasing decisions

AWARDS:

- Bronze Medal - D2B Hub World Cup December 2022
- My team of 4 members has designed innovative solutions and outperformed 10+ teams from across the globe throughout the three rounds of the competition
- Crowd Favorite Award – Innovator Challenge APJ December 2021
- Our team idea of ‘Digital Medical Documentation’ was voted by the audience across Asia Pacific Region as the favorite solution among the 350+ teams
- ICA Award Winner April 2021
- I received this individual contribute award for superb performance and outstanding commitment to drive and deliver exceptional outcomes for our customers at SAP

DESIGN MENTORSHIP ACTIVITIES:

- Mentor at Korea Advanced Institute of Science & Technology (KAIST) x SAP Hackathon August 2022
- Mentor at Singapore Management University Alliance November 2021
- Guest Speaker at Climate Lab Hackathon August 2021
- Mentor at Japan Hackathon Dec 2019

CERTIFICATIONS:

- Foundations in Design Thinking Certificate by IDEO October 2022
- Insights for Innovation by IDEO October 2022
- Microsoft Certified: Azure Fundamentals April 2022
- Research Ethics Certification by Office of Research Ethics (ORE) January 2015

LANGUAGES:

- English (Native)
- Japanese (N2 Certification)
- Mandarin Chinese (Native)