



WAN-JUNG HUNG

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EXPERIENCE

Fresh Planet | Product Designer

MAY 2018 - PRESENT, NEW YORK

Worked on the end-to-end design of multiple SongPop Products. (SongPop 2, SongPop Canvas, SongPop Live)

- Led consistent user experience design for SongPop Products on iOS, Android and Windows
- Drove product design and design strategies for UX objectives and revenue objectives
- Led and designed SonPop Live, the music trivia live game app, to launch in the U.S., UK and Australia
- Partnered with product managers on roadmap projects from end to end. Able to develop based on results and learnings quickly and influenced the future strategy
- Worked closely with developers and data scientists to ship and QA new features
- Measured and learned by leveraging A/B tests, user research, and applying the knowledge to support product teams success on business metrics and products growth
- Partnered with product managers on roadmap projects from end to end. Able to develop based on results and learnings quickly and influenced the future strategy
- Created consistent and scalable design and components which are supported by shared code, and be able to contribute to the design system and style guide

Freelance Product Designer

MAY 2015 - JUL 2020, NEW YORK

Delivered user experience design for digital products on mobile and web platforms

- Led user research, identify user needs and business goals and apply insights into design strategy
- Created user flows, site maps, diagrams, wireframes and high-fidelity design in Sketch
- Built interactive prototypes to communicate ideas with stakeholders
- Created visual design systems and patterns that support product goals and brand value
- Collaborated with multidisciplinary teams to deliver product solutions for clients

Enerskin America | Product & Visual Designer

SEP 2016 - JUN 2017, NEW YORK

Dedicated to solving business challenges through designing technologies

- Designed E-commerce websites for mobile and laptop
- Created responsive modules, UI assets and icons align with the brand
- Worked closely with the director and marketing managers to create marketing campaigns

MoMA Design | Product Development Program

SEP 2015 - JUNE 2016, NEW YORK

Developed new products for the wholesale market
Presented numerous rendered concepts and prototypes to the design team

EDUCATION

School of Visual Arts

MFA PRODUCTS OF DESIGN

2014 - 2016, NEW YORK

National Taipei University of Education

BFA PRODUCT DESIGN

2007 - 2011, TAIWAN

AWARDS

- 2020 The Webby Awards - People's Voice Winner - Games- Puzzle
- 2016 Core 77 Service Design Award - Student Runner Up
- 2012 Taiwan International Student Design Award
- 2012 Taiwan Designers' Week Award
- 2011 The 30th Young Designers' Competition Product Design Award

SPECIALTIES

Interaction Design
User Experience Design
User Interface Design
Prototyping
Web and Mobile Design
User Research and Testing
System Thinking
Visual Design
Industrial Design

EXHIBITIONS

- 2016 NYC x Design - Parallel Times - New York
- 2015 NYC x Design - Engender - New York
- 2013 Taiwan International Student Design Exhibition
- 2012 Taiwan World Design Expo - Design at the Edges
- 2012 Taiwan Design Expo - Passion Design
- 2012 Taiwan Designers' Week - Taipei
- 2011 CMP Block - Love, Tomorrow, Today - Taipei
- 2011 The 30th Young Designers' Exhibition - % - Taipei

ADDITIONAL EXPERIENCE

H Production Co. | Visual Designer

2013 - 2014, TAIWAN

Solide Co. Plastics Ltd | Junior Product Designer

2012 - 2013, TAIWAN

Unique Product and Design Co. Ltd | Product Design Intern

2009, TAIWAN