

MELODY WANG

UX Designer

EXPERIENCE

Amazon Web Services Sr. UX Designer

[Oct. 2020 - Present] Seattle, WA

- Drove the end-to-end UX solution and successfully launched ADAPT-an automated deal appraisal and pricing tool that supports 2000+ users within AWS finance. Helped the user completed more than 1094 Enterprise Deals which converted to over \$63B in contract value.
- Delivered and launched the end to end experience for Origin -a revenue planning automation tool supports all 179 AWS services to publish revenue reports amounting to ~\$103B in revenue for 2023 OP1. The design helped Origin expand its adoption to 100% in 1 year.
- Leading the team of 3 designers within planning domain of AWS Fintech to provide short term and long term UX strategy for 5 planning products. Drive organizational design, product roadmaps, project planning, and resource prioritization.
- Balances design autonomy with design collaboration and multi-task in an agile environment, setting up design standards and processes to ensure high quality deliverables, sharing domain knowledge within the design team and with cross functional teams.

Microsoft UX Designer II

[Feb.2019 - July. 2020] Seattle, WA

- Partnered with cross-functional stakeholders to conduct user research and craft UX solutions for Dynamics 365 Lifecycle Services - a product to manage the Finance & Operation application's environment and lifecycle for high-quality implementations.
- Owned the end-to-end UX solution for the customer support section in Power Platform Admin Center. Successfully launched the chat bot feature and increased the deflection rate by 35%.

T-Mobile UX Designer

[Apr.2018 - Nov. 2018] Seattle, WA

- Designed user experiences and created prototypes for UCC and Digits - a T-Mobile's new e-SIM card service platform for both mobile and web experience.
- Created style guides for iOS and Android products to create a consistent aesthetic across applications leading to a cohesive design across the T-Mobile brand.

Scopemedia Lead Product Designer

[Aug.2017 - Apr. 2018] Vancouver, Canada

- Designed and launched 1 web and 2 mobile applications that utilizing deep learning and computer vision to help eCommerce store's overall shopping experience.
- Oversee production specs and created marketing visuals and general branding materials.
- Lead the design process to maintain the internal style guide & implemented new design patterns for various platforms.

Generate Software UI/UX Designer

[Nov.2016 - July. 2017] Vancouver, Canada

- Designed user experiences and created prototypes for Generate, a creative photo and streaming mobile application.
- Defined and measured quantitative UX goals and metrics to analyze the usability and user experience.

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EDUCATION

University of British Columbia

Centre for Digital Media

M.A. Digital Media

[2015-2017] Vancouver, Canada

University of California Riverside

B.A. Media and Cultural Studies

B.A. Economics

[2009-2013] Riverside, California

ACHIEVEMENT

How Finance Helps the Business award

AWS 2022 Q3 All hands

ORIGIN increased adoption rate by 70% in one year and supported all AWS services with \$103 billions of revenue planning

Team excellence award-ORIGIN

AWS 2021 Q4 All hands

Team excellence award-ADAPT

AWS 2021 Q2 All hands

SKILLS

Researching

Prototyping

Wireframing

Sketching

Interaction Design

Information Architecture

TOOLS

Figma

Sketch

Invision

Photoshop

Illustrator

After Effects

Framer

HTML/CSS