JANIEWANG.DESIGN
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JANIE WANG

Product Designer specializing in high-trust experiences. Blending deep user empathy with nuanced business strategy, I transform complexity into confident, widespread adoption. Aligning pixels, people, and purpose.

EDUCATION

University of California at Los Angeles

BA in Architectural Studies with distinction
BA in Design | Media Arts

+ Graduated Magna Cum Laude UCLA

+ Architecture + Urban Design:
  Best Work Award x2

+ Clifton Webb Scholarship of the Arts

SKILLS

Strategy

User research
Product strategy
Information architecture
Cross-functional collaboration
Competitive analysis
User journey mapping

Design

UI/UX design
Design systems
Responsive design
Visual design
Branding
Prototyping
Content design
Accessibility

Technical

Figma, Framer
Adobe Creative Suite
AI-enhanced design
(Claude, ChatGPT, Midjourney
Lovable.dev, v0.dev)

EXPERIENCE

Candor San Francisco, CA   2021 — PRESENT
Product Designer

+ Simplified complex user journeys: Led 0→1 redesign of financial automation onboarding, reducing screens from 72 to 13 while dramatically improving completion rates *(internal metrics under NDA)*

+ Established user research practice: Conducted 25+ stakeholder interviews directly informing consumer dashboard, onboarding, and marketing strategy; built company-wide research methodology that increased user trust and drove cross-team alignment on business outcomes

+ Built scalable design systems: Created unified component libraries spanning 4 products (consumer/enterprise dashboards, issuer platform, marketing site); established systematic architecture that accelerated team velocity and ensured consistent user experiences

+ Drove cross-functional alignment: Synthesized user insights with CTO, lead engineers, and executive stakeholders into actionable GTM strategy and product positioning, improving conversion across key touchpoints *(internal metrics under NDA)*

+ Led team development: Mentored 6 design interns while building operational systems for knowledge sharing, scaling design function from seed to growth stage

Kimblewick Group New York, NY (Remote)   2023 - PRESENT
Design Consultant

+ Led comprehensive rebranding: Developed cohesive market positioning for $400M+ financial advisory through competitive analysis and stakeholder research, overhauling brand architecture including full website, decks, and visual components *(launching Winter 2025)*

INTERNSHIPS

Los Angeles Design Group Los Angeles, CA   2023

+ Developed LACMA (Los Angeles County Museum of Art) exhibition schematics

Rebeca Méndez Studio Los Angeles, CA   2022

+ Collaborated with Rebeca Méndez to design and refine large-scale public art installation for Irvington BART (Bay Area Rapid Transit) station

Candor San Francisco, CA   2021

+ Collaborated with founders and engineers to launch initial MVP, establishing brand and product foundations including accessible React-based design system