

SHIH-MAN WANG

Product Designer | UX Designer

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EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

MADISON, USA | Sep 2022-Dec 2023

Master of Science in Information

Concentration: UX Design

Extra curriculum: UX Club-President

NATIONAL TAIWAN UNIVERSITY (NTU)

TAIPEI, TAIWAN | Sep 2015-Jan 2021

Bachelor of Arts in Library and Information Science

Bachelor of Science in Communication, Bio-Industry Communication and Development

SKILLS

Graphic Editor

Figma

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Programming

SQL

Python

Tableau

Gephi

Open Define

Excel

PROFESSIONAL EXPERIENCE

KTNET Enterprise Co, LTD.

TAIPEI, TAIWAN | Apr 2020-Jul 2021

Project Manager

- Introduced Enterprise Resource Planning (ERP) systems to help enterprise reduce 50% manpower and increase 30% of efficiency with 200 existing clients
- Led the development of the Manufacturing Execution System (MES) by doing user research, drawing wireframe, and project plan, and won the government's bids for \$22,000
- Accomplished the partnership with Shopee to become one of the two Shopee's nominated partners for the ERP system

SELECT PROJECTS

Sep 2022
Dec 2022

User Experience on Booking Flight Tickets on Expedia.com | UW-Madison, User Experience Design

- Conducted qualitative user research to discover the common pain points users face when navigating Expedia.com
- Built out a design brief to evaluate the optimization of Expedia.com

Sep 2022
Dec 2022

Optimizing the Reservation System in Hoofers UW-Madison, System Analysis and Project Management

- Secured a university partner, the outdoor club--Hoofers, in UW-Madison to optimize the reservation system they used to manage reserved activities and equipment for 40,000 potential users
- Develop a project plan by conducting user research which included contextual inquiry, journey maps, affinity diagrams and flow charts

Sep 2018
Aug 2019

16th IT SEED Training Program New Taipei City Computer Association

- Conducted user research using design thinking in order to find target audience for environmental issues and planned a promotion activity
- Led the design team and developed design guidelines by *Adobe Illustrator* for a year-end event over 200 alumni
- Designed primary guideline and logo for the closing ceremony
- Created and led the lectures for *Adobe Photoshop* and *Adobe InDesign* workshops joined by over 50 participants

Jan 2018
May 2018

Climate Change Creative Competition Taiwanese Ministry of Education

- Designed interactive mobile strategy game app for to raise environmental awareness of students
- Assumed the role of UI/UX designer, used *Adobe Illustrator* to design the wireframe and prototype for app
- Advanced to final round (30 out of 150 teams)