

Sharon Wang

Product Designer

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Experience

Affinity.co

Product Designer

May 2019 - Present

Led research and redesign of Affinity Mobile 3.0 to increase WAU/MAU by 210% and improve customers' daily workflows.

Led the research and design for Chrome Extension for Affinity for Sales product that extended Affinity's relationship data to help sales teams close deals.

Worked cross-functionally to build out early atoms of Affinity's design system to be used across all platforms.

Leveraged qual/quant feedback from Amplitude, Fullstory, and customer interviews to define OKR's and plan product roadmap with Product & Engineering teams.

Skillz

Product Designer

May 2018 - May 2019

Designed and shipped multiple features and versions for the SDK.

Built out user interview process for SDK Team and led research process for cross-functional design team.

Built out UI Library for SDK to promote consistent language across all designs.

Outplayed, Inc

Freelance Designer

Nov 2017 - May 2018

Conducted market research on gambling, gaming, and streaming to design an eSports live betting application from end to end.

Iterated with client through frequent feedback rounds.

Education

University of California, Berkeley

B.A. Cognitive Science

2013-2017

Tools

Figma / Sketch

Adobe CC

Origami

Principle

Framer

Invision

HTML5

CSS

Java

Python

SQL

Asana / Jira

Awards

Design Lead

1st place | UC Berkeley

Art & Design Showcase

Designed IoT and social app in a team of 5 for introverted individuals seeking connections