

Kelly Wang Product Designer

I connect everyday people with brands by creating meaningful experiences and give back to the communities through design.

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EXPERIENCE

Digitas

Senior Experience Designer, November 2020 – Current
Experience Designer, September 2019 – October 2020

Clients: Accenture, Triscuit, Goldman Sachs, Visa, Casa Dragones

Created digital experience for various clients from project concept through execution. Developed visual systems, brand guidelines, and production ready sketch files.

Giant Spoon

Design Intern, June – August 2019

Clients: ESPN, USA Today, Synchrony Enterprise

Developed the main visuals for a campaign for ESPN while working closely with art directors. Produced animations, print, social posts, and UX & UI designs for various clients.

BBH New York

Art Director & Design Intern, June – August 2018

Clients: Grubhub, Seamless, PlayStation, Planned Parenthood

Collaborated in concept pitches and research across brands, and assisted in design throughout multiple platforms.

Reflexgroup

Art Director & Design Intern, May – Aug 2017

Clients: Ferrari, Ralph Lauren, Pantone, Innisfree

Worked with creative directors on UX & UI design to launch a website for Ferrari. Pitched concepts and developed visual content for Ralph Lauren, Innisfree, and Pantone.

RECOGNITION

Wood Pencil, D&AD New Blood: Heinz, 2019

1st Place, The One Club Young Ones Client Pitch, 2019

Merit, The One Club Young Ones ADC: UX/UI, 2019

Merit, The One Club Young Ones Brief: Brooks Running, 2019

Best of Show, FIT Senior Ad Show, 2019

Bill Bernbach Diversity Scholarship Award, DDB, 2018

Gold, The One Club Creative Boot Camp with Microsoft, 2018

Semifinalist – UX & UI, ADAA by Adobe, 2018

Semifinalist – Branding, ADAA by Adobe, 2018

SKILLS

Applied Research

Brand Strategy

Concept Ideation

UX & UI Design

Rapid Prototyping

Visual Design

Motion Graphics

TOOLS

Pen + Paper

Adobe CC

Sketch

Figma

Principle

Zeplin

Procreate

EDUCATION

Fashion Institute of Technology

May 2019

BFA in Advertising Design

AAS in Communication Design

Minor in Creative Technology

Minor in Sustainability and Ethics

EXTRACURRICULAR

Women Who Create – Lead XD Designer

Jan 2021 – Current

Currently leading a volunteer-based group of designers to develop a mentorship pairing app from scratch. Includes focus group research, A/B testing, user flows, wireframes, and design.

Women Who Create – Mentor

March 2020 – Current

Organization promoting gender equality and diversity, providing mentorship for upcoming female students in the advertising industry.

The 4A's MAIP – Speaker & Coach

June 2020 – Current

A speaker for incoming MAIP fellow orientation for UX/UI students and coaching a small student team for their MAIP summer project.

The 4A's MAIP – Fellow

May 2019 – Aug 2019