

# Siyi Wang

Product Designer

siyiwang.de

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## Skills

### UX Research

Design Thinking  
User Research  
Competitive Analysis  
User Interview  
Usability Testing  
User Flow  
Problem Framing  
Affinity Mapping  
User Journey  
Workshop

### UI Design

Web Design  
Mobile & App  
Visual Design  
Wireframing  
Responsive Design  
Rapid Prototyping  
Branding  
Styleguide

## Tools

Sketch	Adobe XD
Figma	Photoshop
Principle	Illustrator
Invision	InDesign
Miro	HTML&CSS

## Languages

### English

Fluent

### German

Fluent

### Chinese

Native

## Experience

### Product Designer · YAS.life

Feb. 2020 – Present · Berlin

YAS. Life is a digital healthcare Start-up, which develops apps to motivate users to become more active and reward them for their healthy lifestyle. Through collaboration with our B2B partners, such as SBK, BMW, BKK RWE, mhplus and many other health insurances, YAS.life launched several apps with digitalized bonus programs and other gamified features.

- Responsible for UX/UI design projects from concept to production
- Work closely with Product Lead, Product Owner to gather clear business requirements and deliver designs on time
- Get regular feedback from engineers, accommodate technical limitations to ensure implementations
- Iterate design solutions, document decisions and processes
- Conduct user testing, stakeholder interviews and workshops
- Create wireframes, interactive prototypes and high-fidelity design mockups
- Define the scope of new features and develop the design concept
- Work within an agile software development process with a cross-functional team

### Key Achievements

- Created and successfully implemented several features, such as team challenge, habit report, prevention challenge, NPS, etc.
- Redesigned and implemented the reward section
- Provided the design to engineer for challenge section refactoring
- Launched various apps for B2B partners such as 10.000 Schritte for SBK, BIGbalance Challenge for BIG, and Proactive for LVI871.

## Education

### UX/UI Design Bootcamp

Jun. – Aug. 2019 · Ironhack Berlin

Completed a full-time design bootcamp, where I worked on 7 different projects. As a graduate project, I designed a kids app in collaboration with Siemens Mobility.

### Bachelor of Arts in Fashion Design

Sep. 2014 – Nov. 2017 · ESMOD Berlin International Academy of Fashion