

# Liyang Wang

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8 Years UX Design Experience

8 Years App Design Experience

8 Years SAAS Design Experience

6 Years Component Library Experience (2C+B2B)

6 Years Design System Experience (2C+B2B)

## 👤 About Me

As a designer with over 10 years of experience, I am currently responsible for the design work of SeaMoney Insurance and Investment at **SeaMoney**. My work affects more than 10 global markets. I also lead the team in building design guidelines and the app-side component library for SeaMoney. I excel at leveraging diverse design methodologies to address various design problems. I am passionate about crafting intuitive, valuable products that enhance user and business experiences.

## ☆ Personal Design Strengths

- Extensive experience in designing **component libraries**, fully responsible for the app component library for SeaMoney, and the B2B web component library for Shopee.
- Extensive experience in establishing **design guidelines**, successfully leading team to develop app-side design standards.
- Extensive experience in **SaaS** product development, having contributed to the creation of over 50 Shopee SaaS products
- A **Figma expert** skilled in using features like Auto Layout and Variants. Conducted workshops within the team to teach designers and product managers how to utilize design softwares effectively.
- In addition to UX design experience, I have extensive expertise in video production, prototyping, and front-end development.

## 💻 Work Experience

**SeaMoney** (2024.01 ~ Present)

**Senior Product Designer** | **PIC for guideline & investment** | **Singapore**



At SeaMoney, I was primarily responsible for leading the team in creating the app-side guideline. I independently built and maintained the 0-to-1 component library and managed design tasks for investment and insurance projects.

- Led weekly meetings to align on app design guidelines, participated in creating guidelines, and personally contributed to 1/3 of the design work.
- Independently developed the 0-to-1 SeaMoney app component library, updated it weekly, and refined it based on designer feedback.
- Designed Easy Invest, Motor Insurance, Fund Market, and promotion backend projects.

## **Shopee** (2019.03 ~ 2024.01)

**Senior Product Designer** | **PIC for Shopee B2B Component Library** | **Singapore**



At Shopee, I was responsible for numerous 0-to-1 SaaS projects and internal tools, as well as leading the creation of the B2B component library and various app design tasks.

- Contributed to discussions and wrote the B2B design guidelines
- Independently building the 0-to-1 component library. Conducted user research to optimize and enhance the library.
- Extensive experience in SaaS and app design, including SaaS products such as Shopee e-Learning, Ticket Center, and Admin Portal, as well as app projects like Shopee Chatbot 1.0, Add-On 1.0, and Purchase with Gifts 2.0.

## **Unitedstars International Ltd.** (2018.1 ~ 2019.02)

**Product Designer** | **PIC for tourism booking platform** | **Los Angeles. USA**



My responsibilities include redesigning our tourism mobile platform, managing project processes, conducting web testing, and leading our web team to complete projects. I use Google Analytics for user research and competitor analysis. Additionally, I design and create HTML emails using front-end skills and collaborate with the back-end team to send weekly marketing emails to users.

## **McAfee** (2017.07 ~ 2017.12)

**Designer** | **Dallas. USA**



As a UX designer at a global computer security software company, I redesigned McAfee's information security newsletters, reaching thousands of employees. I also updated all infographic posters at McAfee's Plano headquarters and designed an information security web game, which was integrated into McAfee Planet (the company's global intranet site).

## **Vail Systems** (2017.05 ~ 2017.08)

**Web Designer** | **Chicago. USA**



I completed a 3-month web design/developer internship from May 2017 to August 2017, where I redesigned the database and reporting systems website. My responsibilities included using front-end technologies (HTML, CSS, JavaScript, jQuery, and Bootstrap) to develop a responsive web prototype.

## **Education**

**Rochester Institute Of Technology. NY. USA**

Visual Communication Design (MFA) 09.2014 - 12.2017