

DANIELA WENG

— User Experience Design —

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- [Portfolio Slides Link](#)

EDUCATION

Northeastern University

M.Sc. Information Design and Data Visualization

May 2024

Focus: HCI, UX/UI Design, Information Design, Data Visualization

MIP Politecnico di Milano Business School & NEOMA Business School

M.Sc. International Master in Luxury Management

Feb 2021

Thesis: Materialistic Behavior of Social Media among Chinese Millennials—Based on the research of RED

Fu Jen Catholic University

Bachelor of Arts in Italian Languages and Culture, Minor in Advertising and Public Relations

Jan 2019

SUMMARY

UI/UX Research:

Affinity Diagram, Competitive analysis, Contextual Inquiry, Design Experiment, Journey Mapping, Persona Creation, Surveys, Participant Observation, User Interviews, Usability Test, Photography

Ads Analysis (Marketing):

Google Analytics, Google AdWords, Google shopping Ads, Facebook Ads analysis

Design & Web Development & Programming/Database:

WordPress Divi, Processing, Wix, Tableau, Figma, Adobe XD, Illustrator, InDesign, Photoshop, iMovie, HTML, CSS, Python, MySQL

CERTIFICATES

Google UX Design Professional Certificate, Google

WORK EXPERIENCE

Northeastern University Boston, USA

UX / UI Designer - Research Assistant Oct. 2022-Present

- Create [Northeastern Inclusive Entrepreneurship website](#): Redesign website layout and information architecture, and design UI elements via WordPress Divi. Design graphic and film-making for website and social media (LinkedIn, Facebook and Twitter)

AREA 02 (Sneaker Trading Platform) Taipei, Taiwan

Brand Comms and UX Design Specialist Nov. 2021- July 2022

- Created visual design for digital ads in Taiwan market (social DPA, Google Adwords and shopping ads); CPA - 47%YoY, ROAS + 47%YoY. And collaborated with international marketing department to conduct HK e-commerce market research and plan digital marketing strategy to facilitate company to enter HK sneaker market in Q4 2022
- Designed landing page on [AREA 02 website](#) & mobile app: Created lucky draw feature based on user interviews, consumer journey mapping, and usability test. And presented design solutions to stakeholders in design, and engineering departments. Result: Solidified customer loyalty: return visit rate +30% YoY
- Created element visibility trigger on website by synthesizing consumer interview and consumer journey mapping to develop digital user experience on AREA 02 website. Result: 93% conversion rate for CNY sports event coupons in Q1 2022
- Personal project, '[Sneaker Trading Mobile App](#)': An user-centered design is created based on my work experience at AREA 02

Masterwork Aoitex Tech Corp Ltd. Taipei, Taiwan

Digital Marketing and UX Design Coordinator Feb. 2021 - Oct. 2021

- Created [Lollipop website](#): Redesigned and optimized website layout and build information architecture based on user interviews and survey which resulted in landing page to incorporated with new product launches in 2022
- Initiated the redesign plan that increased 31.66% monthly sessions and 44.71% on monthly page view by ideating product page layout and copy on Amazon.DE site based on DE customers interviews and purchase behavior analysis

CARLIN CREATIVE TREND BUREAU Paris, France

Market Trend Analysis Intern Dec. 2019 - Jan. 2020

- Led and performed competitive research to implement UX best practices on China's wearable technology market, which benefits the wearable devices for Chinese customers

PROJECTS

'Pet Adoption Website', UX Research & Design, Group work

- High-fidelity prototype is created by migrating different application forms into an intuitive website application process based on participant observation, user interviews, surveys, competitive analysis, wire-framing, and iteration
- Piloted usability test, recruited & moderating; Result: users spend 50% time operating the site we designed compared to the existing site