

WYSTAN WANG

PRODUCT & EXPERIENCE DESIGN

302.438.6138



wystanwangpv@gmail.com



linkedin.com/in/wystanwang



www.wystanwang.com



SKILLS

TOOLS

Adobe Creative Suite
Microsoft Office Suite
Figma
Miro
Generative AI Tools

EXPERTISE

UX/UI Design
Human-Centered Design
Design Thinking
Journey Mapping
Rapid Prototyping
Wireframing
Market Research
User Research
User Testing
Design System
Product Strategy

PROFESSIONAL

Agile
Data Visualization

DEVELOPMENT

HTML5
CSS
JavaScript

LANGUAGES

English
Chinese, Mandarin

INTERESTS

Emerging Technologies
Micro-Learning
Traveling

SUMMARY

Experienced Design Generalist specializing in user-centered design and digital innovation within the healthcare sector. Skilled in design thinking, agile methodologies, user research, and prototyping to drive digital transformation, delivering measurable improvements in user engagement and satisfaction.

PROFESSIONAL EXPERIENCE

INNOVATION DESIGNER

Blue Cross Blue Shield of Massachusetts / September 2022 - Current

- Conduct user research and prototyping activities, synthesizing insights into actionable strategies to improve user experiences.
- Partnered with leadership and cross-functional teams to develop 8 innovative solutions, driving strategic business decisions.
- Led the adoption of generative AI and design tools, streamlining workflows to enhance efficiency, and reduce project turnaround times, boosting team productivity.
- Educated 200+ company associates on Design Thinking methodologies, fostering a culture of innovation.
- Lead innovation programming and mentor 4 junior team members to build organizational design capabilities.

CO-FOUNDER & PRODUCT DESIGNER

Sous Soleil LLC / June 2021 - March 2023

- Focused on the product and brand design/development, with 3 products designed and developed.
- Conducted 5 rounds of product testing with 150+ potential consumers to identify desired product formularies.

PROJECT HIGHLIGHTS

Reimagine Medicare Advantage Shopping & Enrollment Experience

Status: Complete

- Conducted market research and prototyping activities.
- Co-facilitated a Design Thinking workshop with 60+ cross-functional stakeholders.
- Efforts led to a 24% increase in website visitors and a 50% boost in online applications.

Reimagine Member Pharmacy Experience

Status: Piloting Expected Q1 2025

- Conducted user research and testing, developed 4 comprehensive user journeys.
- Co-facilitated a Design Thinking workshop with 40+ cross-functional stakeholders.
- Designed a first-of-its-kind industry solution, estimated to generate over \$6 million in pharmacy savings, improve consumer NPS, and create new sales opportunities.

EDUCATION

BACHELOR OF ART, NEW MEDIA DESIGN

Rochester Institute of Technology / 2016 - 2021