

Hongyuan Wang

Product designer with a software engineering background, turning ambiguous problems into clear, buildable products by balancing user needs, business goals, and technical constraints. I use design, prototyping, and working code to validate ideas early and reduce ambiguity before development.

WORK EXPERIENCE

Pungoworld Inc. - Founding Product Designer

AI-native consumer startup | 01/2026 – Present | Remote, USA

- Led the 0 to 1 design of Sideby, a journaling app with an AI companion built around an original character IP. Owned research, product flows, interaction design, and high fidelity UI, while defining the companion's behavior system for daily expression and long term engagement.
- Defined the companion's personality, behavior rules, and prompt architecture: when it initiates contact, what it remembers, when it stays silent, and how it keeps a consistent character across chat and letters. Documented these as rules that engineering implements directly.
- Built working prototypes with AI coding tools to test competing interaction concepts on-device, then shipped production front-end code and select backend features alongside the engineering team.

AdventHealth - UX Designer Intern

Healthcare | 03/2025 – 06/2025 | Savannah, USA

- Synthesized 1,000+ data points from interviews, surveys, and shadowing across the care journey into two core problems: inefficient ER resource coordination and information loss around pre- and post-operative care.
- Designed an in-hospital coordination system of connected nurse and patient dashboards and a companion mobile app, giving staff real-time visibility into resources, status, and tasks without adding steps to existing clinical workflows.

JOYY (NASDAQ-listed) - Product Designer Intern

B2B SaaS · Cross-border E-commerce | 06/2024 – 09/2024 | Guangzhou, China

- Redesigned discount, wishlist, and promotional workflows for SHOPLINE, an all-in-one commerce SaaS platform, in collaboration with product and engineering teams, strengthening merchant marketing and conversion flows and contributing to a 4% increase in NPS in Q3.
- Owned design for the customer management and analytics modules of SmartIntellect, SHOPLINE's merchant CDP, simplifying key merchant workflows and launching its first analytics dashboard to centralize cross-report analysis and improve decision-making efficiency.
- Built a 23-component design system with usage guidelines, adopted by two product teams and shipped by engineering as a coded library.

Meituan (China's DoorDash) - Product Designer Intern

Leading local services platform | 12/2023 – 01/2024 | Beijing, China

- Mapped the takeout and group-buying journey, pinpointing navigation confusion and low coupon visibility as the primary drop-off drivers, and turned findings into retention-focused recommendations.
- Redesigned the coupon acquisition and usage flow after competitive benchmarking, increasing coupon utilization by 10% in user testing.

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Open to relocation

EDUCATION

Savannah College of Art and Design

Master of Arts in Interactive Design

Master of Arts in Design Management

03/2022 – 11/2025

Savannah, Georgia, USA

GPA: 3.87/4.00

Chongqing University of Posts and Telecommunications

Bachelor of Engineering in Software Engineering

09/2017 – 06/2021

Chongqing, China

Outstanding Graduate Award

TOOLS

Figma, Google Stitch, Adobe Creative Cloud, Sketch, Jitter, Miro, Cursor, Claude Code, Codex, Replit, VS Code, Jira, Slack

SKILLS

Design: Product Design, Interactive Design, Wireframing, AI Assisted Prototyping, Design Systems, Information Architecture, Accessibility, Visual Design

Strategy: Product Strategy, Value Proposition Design, Business Model Design, Journey Mapping, Blue Ocean Strategy

Research: User Interviews, Usability Testing, Competitive Analysis, Data Analysis

Programming: HTML, CSS, JavaScript, React, Python, SQL