WEI WANG

Senior Product Designer
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Senior Product Designer turning *ambiguous product problems* into *buildable, durable systems* through product architecture, visual craft, and engineering-close execution.

EXPERIENCE

Senior Product Designer — Freelance

Heady

JAN 2026–AUG 2026

• CurbWaste: Drove Work interaction exploration and refinement within a three-designer redesign. Designed configurable Inspection questions and tablet/mobile adaptations, and built app-wide reusable UI foundations.

• Created a deliberately divergent Work hypothesis and reviewed six sessions within a 12-person proxy study, contributing findings that helped translate abstract stakeholder feedback into a reusable interaction structure.

• Grove: Defined an engineering-ready Order History model across orders, shipments and partial-fulfillment states. Designed configurable Supplement Facts layouts and UI states; addressed Liquid Glass adaptation through platform-specific design and review, alongside app-wide native-build QA and discrepancy resolution.

Product Designer → Senior Product Designer

Heady

JUL 2021–MAR 2025

· Senior Product Designer, Jan–Mar 2025
· Product Designer, Sep 2021–Dec 2024
· Freelance Product Designer, Jul–Sep 2021

• Malible: Served as primary product designer for key 0→1 definition, clarifying organization, team, workspace, roles and campaign/canvas relationships through workshops and engineering validation.

• Across Hibbett and City Gear, designed commerce features and contributed to visual refresh work while developing long-term product and design-source stewardship. Co-drove Sketch-to-Figma migration planning and helped modernize Figma architecture, token libraries and Theme Manager workflows, supporting staged implementation across major commerce surfaces.

• Partnered with engineering through feasibility alignment, structured handoff, implementation references and Design QA to carry design intent into production; helped formalize QA and resolve token discrepancies.

• Expanded into Hibbett research when consequential product assumptions required it, using remote behavior observation, competitive analysis, unmoderated testing, moderated interviews, synthesis and roadmap recommendations.

• Independently designed and delivered Hibbett Core and City Gear splash/launch experiences implemented in production.

CAREER CONTEXT

Primary Caregiving

APR 2025–SEP 2026

Primary caregiving alongside selected independent work from October 2025 and Heady freelance work from January 2026.

SELECTED INDEPENDENT WORK

Anchor — Independent Product Design & Build

2026–PRESENT

Designing and building an AI-native operating system for soccer-card collectors, spanning identity, evidence-aware decision workflows and collection context. Directing AI design and code agents while owning product architecture, prioritization, interaction direction and quality control.

Collecttopia — Brand & Web Design & Build

OCT 2025–FEB 2026

Defined the visual direction and designed and built two responsive Framer websites for Collecttopia's February 2026 Vancouver event, from brand workshop and Figma through launch, QA, and production support; used AI-assisted exploration to accelerate the Hall of Fame direction.

CAPABILITIES

Product Architecture · Complex Workflows · Responsive Systems · Research-Informed Product Decisions · Design Systems · Engineering Collaboration · Design QA · Implementation Judgment · Visual & Interaction Design · AI-Assisted Product Development · Figma · Framer

EDUCATION

Pratt Institute

MS, Information Experience Design
2019–2021

School of the Art Institute of Chicago

BFA, Visual Communication Design
2014–2018