





ALEXANDER WANG

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Professional Experience

Groupon, Seattle, WA | January, 2015 - present

Sr. Product Design Lead

- Senior Product Design lead owned design initiatives across Groupon Goods/Deals, Cart&Checkout and Customer Support and internal tools at Groupon.

Amazon.com, Seattle, WA | November, 2014 - January, 2015

UX Design Lead

Amazon Fulfillment Technology Human Centered Design Team

- UX design lead in charge of Kiva System user experience, which includes physical HCI design, system design, workflow & UI design.

Amazon.com, Seattle, WA | December, 2012 - December, 2014

UX Design Lead

Universal Shopping Experience Team @ Amazon.com

- UX design lead in charge of Amazon's core ordering (post-add-to-cart) experience, which includes shopping cart and checkout pipeline across all platforms that contribute over \$700MM projected revenue annually. I help launch Amazon Smile, Amazon Locker, Amazon Campus, and Amazon PrimePantry programs.
- I also helped build Amazon shopping interface guideline and universal product detail page framework design across mobile & desktop.

SapientNitro, Boston, MA | February, 2011 - December, 2012

User Experience Designer

UX Design Lead for the following projects:

- Crabtree & Evelyn, New Balance, Warrior – eCommerce site (Web & Mobile)
 - Victorinox SwissArmy – eCommerce site & Brand storytelling microsite
 - Dunkin Donuts – eCommerce site & in store Digital Menu Board
 - Forrester Research – Data Visualization (App)
 - Staples Copy & Print – eCommerce site & UX Strategy
 - Philips Healthcare – UX Strategy
 - Carrier HVAC – B to B Marketing (Commerce site) & Corporate Site Design
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- People's Champ, 2013 Pixel Awards (Commerce category) – Crabtree & Evelyn eCommerce site
 - Second Place, 2013 IAC Internet Advertising Awards – Victorinox SwissArmy Microsite
 - Silver Bowl, 52nd Hatch Awards – Victorinox SwissArmy Microsite
 - Winner, SapientNitro North American 2012 Rookie of The Year Award

Massachusetts College of Art and Design, Boston, MA | September, 2009 - September, 2011

Instructor

- Adobe Flash & Action Script 3 Workshop
- Processing & Arduino
- Dynamic Media Institute TuneUp Series: Sensors Workshop

Teaching Assistant

- Creative Algorithm (Graphic Design/Programming)
- Information Architecture II
- Sophomore Studio (Graphic Design)
- Visual Language I (Studio Foundation)

Dynamic Media Institute at Massachusetts College of Art and Design, Boston, MA | September, 2010 - May, 2011

WebMaster

- Website Content Management
- Website Maintenance

Berklee College of Music | BerkleeMedia, Boston, MA | January - August, 2010

Interaction Designer

- Web Design & Web Development
- UX Design

Freescale Semiconductor & Savannah College of Art and Design, Savannah, GA | February - June, 2009

Interaction Designer (Collaborated Degree Project)

- NetBook OS UX/UI Design

Education

Class of 2011

Master of Fine Arts in Interaction Design, Dynamic Media Institute, Massachusetts College of Art and Design
Boston, MA

Class of 2009

Master of Arts in Industrial Design, Savannah College of Art and Design
Savannah, GA

Class of 2005

Bachelor of Arts in Economics, National Chengchi University
Taipei, Taiwan