

# Huiyu Wang

## Product Designer

216-553-8447 | why0918@gmail.com  
www.wanghuiyu.com

### Skill Sets

- Product Design
- Rapid Prototyping
- UI/UX Design
- JavaScript/HTML/CSS
- Mobile iOS & Android
- Responsive Design
- Business Development
- Marketing

### Work Experience

#### Co-creator, Product Designer, BOOM

New York, NY 01/2020 - 03/2020

During the coronavirus outbreak, we developed an iOS keyboard to add a bit spice in text chat for Gen Z and Millennial and also help people to speak up, addressing their opinion genuinely. BOOM can encrypt texts into Emojis, Japanese Korean and even completely different sentences. It attracted 5k downloads in 2 weeks. Eventually it got pulled off from the China mainland App Store for its impact. **MEDIA REPORT from Quartz** <https://bit.ly/2wzdi0N>

#### Product Designer, BUNCH

New York, NY 09/2019 - 01/2020

BUNCH is a mobile app where users can play mobile games while in video chat with friends. I was in charge of the entire process of designing the Android Overlay experience from scratch. I worked with the executive team and engineers to create the first ever video chat overlay experience. I also designed growth hack to increase number of invites, refined the onboarding process for BUNCH V5 and designed the deeplink experience from multiple entries.

#### Founder, Product Designer, Greyscale

New York, NY 03/2016 - Present

Greyscale is a multi-area e-commerce brand, focusing on political sarcasm theme and selling designed merchandise. Greyscale is now selling apparel, electronic accessory, themed Airbnb stay, mobile app and mini php game, creating an immersive experience for customers. As the founder, I developed expertise in product design development and manufacture, marketing, analyzed customer data and feedback. With a 10 USD initial input, I earned 25,000 USD monthly gross earning, 16,000 USD monthly clear profit in the second month of startup with over 1,000 transactions.

#### Product Designer, Blockchain Tech Corp

New York, NY 07/2017 - 06/2019

Designed and prototyped mobile phone, desktop and chrome extension product for Zap Store, an open marketplace for data feeds can be oraclized to connect smart contracts and decentralized apps.

#### Design Business Analyst, Tarkett North America

Cleveland, OH 03/2017 - 05/2017

Created the new Design on Demand plan to help company compete in North America market. Conducted user interviews with the design team, sales team and end clients, generating workflow and user stories.

#### Product Designer, Jaswig

Cleveland, OH 08/2016 - 05/2017

Developed a new standing office desk with with extensive functionality. Prototyped 3D models with C4D photographic renderings and engineering drawings.

### Education

#### Case Western Reserve University

Cleveland, OH, GPA 3.6 2016-2017  
Master of Engineering Management

#### Penn State University

State College, PA, 2010-2015  
Bachelor of Architectural Engineering  
Minor of Architecture Studies  
(5-year program & practicum)

### Products & Recognition

#### BOOM: Encryption Keyboard iOS

BOOM is an iOS keyboard that can encrypt texts into Emojis and many other forms. It attracted 5k downloads globally in only 2 weeks.

#### Pop: Designer Live Wallpaper iOS

The animated iOS wallpaper/live photo download and making platform.

#### Martian Keyboard iOS

An anti-surveillance Chinese keyboard.

#### Time Wasting Button WeChat

A Wechat Mini game functions as marketing to promote purchases.

#### Flappy Eld PHP

An infamous Flappy Bird parody to attract followers to promote purchases.

#### Six Sigma Green Belt Certificate

#### LEED Green Associate Credential

### Tools

#### Sketch, Figma, Principle, Figma

Xcode, Illustrator, Photoshop  
JavaScript, HTML, CSS  
iMovie, C4D, Final Cut Pro  
Revit, Sketchup, CAD,  
InDesign, Mindnode, SAP, Audition.