

# Wayne Tang

## VISUAL ENGINEER

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## SPECIALTIES

Web design, product design, system design, UX/UI, user flows, wireframing, prototyping, user testing, creative direction, mentoring, accessibility, branding, brand applications, identity system, design strategy, data visualization, iconography.

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## RECOGNITIONS

### Awards

Platinum & Gold awards, Graphis New Talent Finalist, IxDA Interaction Design Awards Best of Show, Art Center Graduation Show Certificate of Achievement, MTU Aero Engines Design Innovation Award, Cornell Truck Design Dean's Lists, Art Center and Cornell University

### Published in

*Absolute Stationery Design* by Sandu Publishing  
*Asia-Pacific Design No.8* by Sandu Publishing  
*Creative Quarterly No.19, 21 & 27*  
*Graficamente N.31*  
*Logology 2* by Victionary

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## DIGITAL SKILLS

Figma, Sketch, InVision, Zeplin, Illustrator, Photoshop, InDesign, After Effects, Principle, Google Web Designer, Jira, Confluence, Asana, Mural, Wrike, Keynote, Google Workspace & Microsoft Office applications.

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## EDUCATION

**Art Center College of Design**, Pasadena, CA  
09.2007 – 04.2011  
BFA in Graphic Design, with Honors

**Rensselaer Polytechnic Institute**, Hartford, CT  
01.2003 – 05.2005  
MS in Mechanical Engineering

**Cornell University**, Ithaca, NY  
09.1999 – 05.2002  
BS in Mechanical Engineering, Cum Laude

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## EXPERIENCE

### **Capital One**, San Francisco, CA

*Manager* • 03.2021 – Present  
*Principal Designer* • 01.2019 – 03.2021

Led the design and advocacy of the Site Design Platform at Capital One. Partnered with stakeholders from primary lines of business (LOB) and guided them towards adopting shared design standards and components. Gathered business and product requirements, identified common needs across LOBs, and provided scalable solutions to ensure site-wide consistency and quality. Led the design and enhancements of 23 out of 39 components. Created guidelines and documentation to empower LOBs to design their own pages. Helped conduct user testing, analyze data, and generate insights. Managed junior designers, providing creative direction and working with them on their opportunity areas. Worked closely with WCM team to ensure a clear experience for content creators, and front-end team to ensure developed components match design intent.

### **Samba TV**, San Francisco, CA • 08.2017 – 12.2018

*Senior Designer*

Helped develop the new brand with the design of the B2B website and marketing deliverables including strategy guides, presentations, and viewership visualization reports. Worked closely with marketing team and designed digital campaigns that promote a variety of ad targeting and measurement solutions. Since joining the team, we have covered a lot more televised events and shows, and engage with prospects and clients through more channels. Our B2B website has experienced a 94% traffic and 64% conversion growth in a year, while our email open rate and click through rate have increased 65% and 51% respectively.

### **Emotive Brand**, Oakland, CA • 12.2013 – 05.2017

*Senior Designer*

Worked closely with agency founders and design team to craft brand solutions for B2B and B2C companies. Collaborated with strategists to translate brand strategy into designs that deliver the right emotional impact. Led design projects in the absence of creative director. Participated in all stages of the creative process, including brand audit, mood boards, concept development, and client presentations. Deliverables included identity systems, brand guidelines, websites, digital templates, brand videos, print collateral, and environmental graphics. Clients included BAL, Central Valley, Drawbridge, Marqeta, Pubmatic, Patelco, Ryder, The Meet Group, and UPS.

### **Freelance Design** • 06.2010 – Present

Worked with independent clients and at agencies including Moving Brands, Landor Associates, and Turner Duckworth. Clients include Burger King, Hershey's, ITG, J Hotel Shanghai, Nokia, Nonobject, Otto Motors, and Silicon Valley Bank.

### **Addis Creson**, Berkeley, CA • 01.2012 – 09.2013

*Designer*

Worked with creative directors and designers on a wide range of branding and design projects across various media. Coordinated with client managers to address client concerns, and with production specialists to assist in print production. Clients included Kashi, Meyer Sound, Nutiva, Revolution Foods, SHN, and Tutto Bene.

### **MTU Aero Engines**, Rocky Hill, CT • 09.2005 – 10.2006

**Hamilton Sundstrand**, Windsor Locks, CT • 08.2002 – 09.2005

*Design Engineer*