

# Wayne Tang

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## SPECIALTIES

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

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## RECOGNITIONS

### Awards

Design Patent, US-11507735

Platinum & Gold awards, Graphis New Talent

Finalist, IxDA Interaction Design Awards

Best of Show, Art Center Graduation Show

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, Illustrator, Photoshop, InDesign, Dscout, UserTesting.com, After Effects, Sketch, InVision, Zeplin, 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  
BFA in Graphic Design, with Honors

**Rensselaer Polytechnic Institute**, Hartford, CT  
MS in Mechanical Engineering

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

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## EXPERIENCE

**Capital One** – Consumer app, Search & help

*Lead Designer* • 08.2022 – 10.2023

Led the design of in-app support features for the Capital One app. Worked closely with UX researchers on a diary study to understand how and when users engage with support features in finance apps. Designed the complete flow of a global search feature that enables users to locate content of various types. Expanded the Help Center, resulting in a 84% increase in engagement. Collaborated with product managers to ensure designs balance both business goals and user needs. Based on initial data, the new Search and Help Center are projected to save ~\$1M annually by reducing call center volume.

**Capital One** – Site design platform

*Manager* • 03.2021 – 08.2022

*Principal Designer* • 01.2019 – 03.2021

Led the design and advocacy of the site design system which powers Capital One's unified web experience today. Partnered with stakeholders across lines of business (LOBs) to drive adoption of shared design standards. Identified common needs across LOBs and designed scalable solutions to ensure site-wide consistency. Led the design and enhancements of 23 out of 39 components. Helped conduct user testing, analyze data, and generate insights. Created guidelines and documentation to empower LOBs to design independently. Collaborated with engineering teams to improve WCM experience and front-end implementation. Managed junior designers and provided creative direction. In the two years since the first component was built, the self-serving platform has enabled 2000+ webpages, 500+ content deployments, and supports 100M+ monthly visitors.

**Samba TV** • 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** • 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, Marqeta, Pubmatic, Drawbridge, Patelco, Ryder, The Meet Group, and UPS.

**Freelance Design** • 06.2010 – Present

Agencies include Moving Brands, Landor Associates, and Turner Duckworth. Clients include Hershey's, ITG, J Hotel Shanghai, Nokia, Nonobject, Otto Motors, and Silicon Valley Bank.

**Addis Creson** • 01.2012 – 09.2013

*Designer*

Worked with creative directors and designers on a wide range of branding and design projects. 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.