

## LILY WANG

### CONTACT

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347.420.1305

### EDUCATION

**Parsons School of Design, MFA Design&Technology**  
**Sep.2018–May.2020 | New York**  
*Dean's Merit Scholarship*

**Cornell Tech, Product Studio + Startup Studio**  
**Sep.2019–May.2020 | New York**  
*Startup Award Finalist*

**School of Visual Arts, BFA Graphic Design**  
**Sep.2013–May.2017 | New York**  
*Dean's List 2014–2017*

### SKILLS

#### Research

*Interviews*  
*Persona Hypothesis*  
*Contextual Inquiry*  
*Journey Mapping*  
*Empathy Mapping*  
*Usability Testing*  
*Wireframing*  
*Storyboarding*

#### Design

*Concept Sketches*  
*Prototyping*  
*Interface Flow Map*  
*Data Visualization*  
*Branding*  
*Motion Design*  
*Projection Mapping*  
*Art Directing*

### TOOLS

#### Software

*Sketch*  
*Figma*  
*Principle*  
*InVision*  
*Adobe Suite*

#### Programming

*HTML*  
*CSS*  
*React.js*  
*Processing*  
*JavaScript*

## PRODUCT DESIGNER

### EXPERIENCE

**Onfour, Founder & CDO**  
**2020–current | New York**

*Founded startup which focuses on developing a premier live-streaming concert platform designed for musicians. Formulated the company's vision, goals and objectives. Designed company website and Developed brand Identity. Took the lead of running Design Sprint exercise.*

**Cornell Tech x Constellation Brands, Product Designer**  
**Sep.2019–Jan.2020 | New York**

*Worked with developers in Cornell Tech to build a tool for Constellation Brands to further engage employees through technology. Conducted user research, risk assessment and experiments. Designed UX and UI for the product.*

**FCB Worldwide, Art Director**  
**Jul.2017–Jul.2018 | New York**

*Assisted senior art director with art direction and advertising design for a number of healthcare Clients. Worked with copywriter to develop new advertisements including print ads, banner ads and TV commercials. Took the lead on redesigning Branding Guideline for SPIRIVA.*

**Seal King Ltd, Freelance Designer**  
**Jul.2016–Jan.2017 | Taipei, Taiwan**

*Worked with the branding team to come up with new stationery packaging design.*

**Amsterdam Furniture, Freelance Designer**  
**Sep.2016–Nov.2016 | South Carolina**

*Designed logo and products Catalog. Directed products photoshoot including post-production editing and retouching.*

**Inked Magazine, Graphic Design Intern**  
**Jul.2015–Aug.2015 | New York**

*Designed magazine layout, typography and illustrations. Edited and finalized computer ready artworks. Assisted on magazine cover photoshoot and model styling.*