



Vik Wang



I am a creative product designer who loves to observe everything and embrace challenges. I was trained professionally in product design, user experience design, solving complicated problems and communication between machine and human.

As a product designer, I strive to learn about user needs, behaviors, and emotions from collecting user data. And I immerse insights and solutions in product strategies, UX design and UI Design.

Excellent communication skills for collaborating with developers, PMs, QAs, marketers and BDs in agile environments.

Main skills : user interface, user experience, prototype, qualitative and quantitative user research, user data analysis, A/B testing, business thinking... And an open and playful mind. ☐

Check out my design vikwang.com

☐ Work Experience

Lead Product Designer at Gogolook Co., Ltd - Whoscall

Taiwan, Taipei | 2020/6 ~ Present

Senior Product Designer at Gogolook Co., Ltd - Whoscall

Taiwan, Taipei | 2017 ~ 2020/6

Lead Whoscall Android product design. Refocus Whoscall's product core value, and reorganize its architecture, optimizing its user experience. Collect and analyze user behavior through lab studies, field visits, ethnography, surveys, benchmark studies, server logs and online experiments.

Innovative new features of phone calling behavior from ideation to final product implementation. Lead Whoscall products' brand illustration style guides and guidelines.

Product Designer at Herxun Inc. - 8 Interaction

Taiwan, Taipei | 2015 ~ 2017

Participated in K-Startup Grand Challenge 2016, and won the mentorship of SparkLabs Global Ventures.

Leaded user experience design for Super 8, which is the messaging platform for connecting multi social media. Innovated iBeacon product's service, and defined O2O service design. I designed apps for not only interaction scenarios, but also iBeacon's device management in both app and web platforms.

Visual Designer at - Travobook Inc.

Taiwan, Taipei | 2014 ~ 2015

Travobook is a startup of traveling life styles. Worked as visual designer for defining brand and website's UI/UX.

User Experience Designer at Alibaba Group - DMP

China, Hangzhou | 2014

Worked with the Alibaba UED team. Lead intern team planed the landing page of the 2014 main product - DMP (Data Management Platform) by user journey, information architecture, visual style, animation and graphics.

□ Education

BFA, Industrial Product Design, Shih Chien University

2011 ~ 2015

Academy cooperation IoT project with Compal Inc., and won first place in young product design competition. Redesigned Shih Chien University Industrial Design Department's website.

AA, German, Wenzao Ursuline University

2006 ~ 2011

Leaded German department graduation play's visual design, and won first place in visual design competition. Goethe institut German Testing B1 (mid level).