Aaron T. Wang

Senior Product Designer

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SUMMARY

Senior Product Designer with 5 years of experience in product design across D2C mobile experiences, B2B SaaS, and enterprise software, specializing in interaction design, user research, and design systems. Raised user satisfaction ~15% on complex enterprise flows through research-driven UX. Ships production-ready designs with AI-native workflows across iOS, Android, and web, and partners closely with Product, Engineering, and leadership to justify design direction with data and user feedback.

PROFESSIONAL EXPERIENCE

LIV GOLF Mar 2026 - Jul 2026
Senior Product Designer New York, NY

Led product design for LIV Golf's D2C fan experience, used by 500k+ monthly active fans across web, tablet, iOS and Android.
- Shipped a reworked live leaderboard and its animations, a new statistics section, and an event page redesign that now runs on every league event as 10 variants of one template
- Designed cross-platform flows for live leaderboards, stats, video, player/team stories, and second-screen moments across recurring event experiences
- Managed design system improvements and migration efforts, partnering with engineers and external design agency teams to improve consistency, scalability, and handoff quality
- Partnered with Product, Engineering, Data, Content, Broadcast, and agency stakeholders to define ambiguous problems, align priorities, and move concepts through design and delivery
- Prototyped in real code with Claude Code and Claude Design, so engineering reviewed working builds instead of mockups, and shipped motion straight from the prototype code

CIRCANA May 2024 - Jan 2025
Lead UI/UX Designer New York, NY

Led the design of a mobile app for consumer data categorization that powers retail analytics for Fortune 500 clients.
- Led end-to-end design across iOS and Android, simplifying a complex categorization workflow into an intuitive mobile experience, collaborating closely with Product and Engineering to balance business goals and constraints
- Built a reusable Figma design system with components, patterns, and documentation, ensuring visual consistency across iOS and Android
- Drove alignment through rapid prototyping and iterative reviews with Product and Engineering, clarifying requirements and tradeoffs to keep delivery moving amid ambiguity

DEPT® Mar 2021 - Oct 2023
Product Designer & Consultant New York, NY

Led strategic healthcare and enterprise software initiatives, specializing in internal tools and complex workflows. Managed stakeholders across multiple concurrent client projects.
- Simplified complex enterprise workflows for Foundation Medicine, increasing user satisfaction by ~15% through research-driven UX improvements, prototyping, and testing across web and mobile
- Established a full design system in 2 months for Device42 (B2B SaaS), including style guides, component libraries, and IA patterns, improving workflow efficiency and enabling scalable execution
- Uncovered customer needs, developed information architecture, and designed early-stage prototype demo concepts for Moody's CRE during the pursuit of a strategic partnership with KeyBank, collaborating with key stakeholders

MY FAVE PLACES Apr 2020 - Sep 2020
Lead Product Designer & Sprint Facilitator New York, NY

Led design strategy and execution for an iOS app that enables users to curate and share favorite local spots.
- Facilitated 3 design sprints to rapidly validate mobile features, increasing usability and product-market fit through iterative testing and customer feedback

- Crafted high-fidelity iOS prototypes and visual UI, ensuring interaction patterns aligned with native platform conventions and development needs

GROUPON Apr 2017 - Aug 2019
Marketing Automation Specialist Chicago, IL

Developed a passion for user journeys and conversion storytelling through marketing automation, laying the foundation for a move into product and UX design.

- Managed and optimized B2B and B2C email campaigns across multiple business units, generating over $1M in revenue
- Improved acquisition and engagement funnels through A/B testing, segmentation, and targeted messaging across key growth campaigns
- Developed Tableau dashboards that delivered $18K in annual savings through enhanced operational efficiency
- Collaborated cross-functionally with Marketing, Engineering, and Data teams to align user experience, campaign performance, and business goals

SELECTED PROJECTS

LAYER Feb 2026 - Current
Founder & Product Designer, Shipped Solo iOS App

Designed, built, and shipped to the App Store a weather-based clothing recommendation app for runners, using Claude Code and Codex.

- Owned Layer end to end, from writing the PRD and designing the iOS experience to building and releasing it solo
- Designed custom animation and motion across the iOS app, including refresh, toasts, state transitions, and loading
- Launched on the App Store on Aug 31, 2026, with 45 active runners as of Nov 2026

CHECKOUT: THE TRAVEL & HOSPITALITY HACKATHON Aug 2026
Overall Winner, Product Designer New York, NY

Won first place out of 20 teams at NYC's first travel and hospitality hackathon with a Japan travel planning app built in v0 by Vercel.

- Shared ownership of product vision, strategy, design, and prototyping in a team of 4
- Took the app from concept to a working prototype and live demo for founder judges in 5 hours

EDUCATION

SPRINGBOARD Jan 2020 - May 2020
Certification - UI/UX Design New York, NY

UNIVERSITY OF MINNESOTA - TWIN CITIES Sep 2011 - May 2015
Bachelor of Science in Business - MIS & Marketing Minneapolis, MN

INDUSTRY KNOWLEDGE & SKILLS

Design & AI Tools: Figma, FigJam, Framer, Claude, Claude Code, Conductor, Paper, ChatGPT, Codex, Cursor, Microsoft Copilot, Miro, Maze, UserTesting, Adobe Creative Suite
Product Design: End-to-End Product Design, Consumer-Facing Flows, D2C Experiences, Mobile App Design, Responsive Web Design, Interaction Design, Wireframing, Rapid Prototyping
Research & Strategy: User Interviews, Usability Testing, Concept Validation, Design Sprints, Competitive Analysis, A/B Testing, Analytics-Informed Design
Design Systems & Craft: Design Systems, Component Libraries, Pattern Documentation, Visual Design, Engineering Handoff
Technical & Platform Skills: HTML/CSS, Cross-Platform Design, iOS, Android
Domain Expertise: Sports, D2C, Healthcare UX, Clinical Workflows, B2B SaaS, Enterprise Software