



WILL WANG

willwangdesign.com

12+ years in product design | Developer experience | Enterprise & internal tools | Cross-platform

Amazon Web Services

2022-Now

Product Design Lead - Identity Cloud and Governance

- Lead cross-functional teams and AI agents to deliver scalable capabilities for AWS identity and permission services, accelerating product adoption. Launched 2 flagship features that enabled Amazon Cognito to reach profitability for the first time in its 11-year history.
- Pioneered AI-agent adoption within the design org by inventing and deploying six custom agents that automate repetitive workflows - spanning document review, research analysis, and design critique - reducing cross-functional alignment overhead and enabling smoother, faster collaboration.

Product Design Lead - Customer Experience

- Owned the vision and end-to-end experience for an internal GenAI platform - Geni, defining its long-term strategy, ecosystem, and integration model.

Senior Product Designer - Global Marketing

- Led the 0 to 1 UX vision for 2 internal marketing consoles serving 1,500+ stakeholders globally.
- Collaborated with the design systems team to build foundational templates and guardrails that support 600M+ global campaigns. Defined standards that improved consistency, and reimagined end-to-end marketer workflows.

Groupon

2020-2022

Product Designer - Merchant Business

- Introduced and scaled Virtual Advisor, setting a new trajectory for merchant engagement and onboarding efficiency.
- Modernized the end-to-end inventory management experience and improved multi-platform self-service capabilities.
- Created a cohesive notification and support framework, reducing friction in merchant issue resolution.
- Oversaw the migration and continuous development of the Merchant Design System in collaboration with system engineering teams.

Product Designer - Consumer Experience

- Relaunched the Groupon Marketplace experience across web and mobile, modernizing the consumer journey and improving discoverability.
- Defined a forward-looking north star vision for the consumer experience and secured buy-in from senior leadership.
- Upgraded accessibility for third-party integrations in Things To Do, improving usability for diverse customer segments.
- Shaped the product roadmap by synthesizing user insights and competitive intelligence.

Softvision

2018-2020

Senior Product Designer - PwC (client)

- Designed and shipped eight features for PwC's internal platform serving 250K global employees, contributing to a sustained 5% monthly increase in active users.
- Led the design of the platform's gamification strategy, defining engagement metrics and evaluating feature impact post-launch.
- Built and evolved the internal design system in partnership with UI and engineering teams, enabling faster and more consistent product development.
- Introduced foundational frameworks and forward-thinking workflow enhancements that strengthened team productivity and cross-functional alignment.



Mijie

2017-2019

Lead Product Designer

- Directed end-to-end design and testing of the EV dashboard interface alongside engineering teams, delivering a 45% boost in task speed and a 32% increase in user accuracy.
- Led the creation and launch of the marketing website, accelerating go-to-market impact and driving a 13% rise in quarterly sales.
- Guided long-term product strategy by conducting user research and co-developing a five-year design roadmap with PM partners.

Senior Design Prototyper

- Refined vehicle form factors grounded in ergonomic studies and aerodynamic evaluations to improve comfort and efficiency.
- Reduced manufacturing costs by experimenting with alternative processes and materials through rapid prototyping.
- Delivered precise 3D CAD models and photorealistic, production-ready renderings to support downstream engineering and manufacturing processes.

Yundong.AI

2017-2018

Senior UX Designer - Contract

- Redesigned the image browsing and editing experience across web and mobile, partnering with engineering to bring the updated features to production in 2018.
- Collaborated with PM and engineering to launch the in-app messaging feature, driving a 13% increase in monthly user retention.
- Improved interaction patterns and page transitions within the existing design framework to enhance usability and consistency.
- Led usability testing to validate design changes and ensure a smooth and user-centered app update.

The Ohio State University

2013-2016

Visual Design Lead

- Produced 100+ multimedia assets and refreshed major website components, significantly improving brand consistency and user clarity.
- Collaborated with over 12 departments to modernize marketing guidelines and strengthen communication alignment across campus.
- Provided visual direction for 25 high-profile university events, ensuring unified branding and audience engagement.

Skills & Tools

- UX/UI Design, Agentic AI Experience, Vibe Coding, Prototyping, AR/VR Design, Industrial Design, 3D Modeling and Rendering
- Figma, Sketch, Cursor, Visual Studio

Education & Awards

- University of Washington, Master of HCI + Design, 2018
- The Ohio State University, B.S. in Industrial Design, 2016
- Yale School of Management, Executive Education, 2019
- MIT Design for Inclusion - 2nd Place (2019)
- MIT Hacking Medicine - 3rd Place (2019)