

# 王文君

2 years of work experience | Seeking: UI/UX Designer | 18721378389 | Wenjun.wang6205@gmail.com

Portfolio Website : [wenjun.site](http://wenjun.site)



## About Me 关于我

### 1、【End-to-End Design Expertise】

Two years of design experience with the ability to independently execute 0-to-1 product design. Completed 6+ creative projects across mobile, web, and mini-programs;

### 2、【Global Perspective】

Overseas education background with comprehensive UI/UX design skills. Proficient in user research, interaction design, and visual design, ensuring holistic project execution;

### 3、【User-Centered Product Thinking】

Strong focus on user needs, leveraging mature research methodologies to drive design decisions aligned with business goals;

### 4、【AI-Driven Design Innovation】

Skilled in applying AI tools to enhance design efficiency and quality, continuously exploring AI applications in the design field.

## Education 教育经历

### Politecnico di Milano (GPA 29/30)

2019.09 - 2022.06

### East China University of Science and Technology (GPA 3.5/4.0)

2013.08 - 2017.06

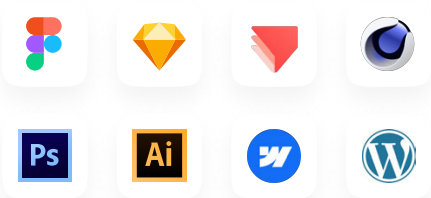
### Coursera Google UX Design

2023.10 - 2024.02

### Udemy Webflow Development

2024.10 - 2024.12

## Skills 职业技能



## Experience 工作经历

### Cimiano Studio • UI/UX Designer

2022.06 - 2025.02

Delivered 6+ digital product interfaces from concept to deployment, with works awarded in the YAC International Competition.

#### App Design – RouteMe Travel Planning & Management

2024.11 - 2025.01

##### • Background

Addressed challenges in traditional travel planning tools, such as dispersed information, redundant operations, and disjointed visual experiences. Optimized core functionalities including itinerary planning, real-time adjustments, and expense tracking. Resolved issues like cluttered interface information and unclear interaction flows to enhance user convenience and overall satisfaction.

##### • Execution

- Design Analysis: Conducted research on user needs across pre-trip, during-trip, and post-trip stages. Analyzed market competitors and industry trends to identify pain points (e.g., complex itinerary management, non-intuitive budget control), forming the foundation for design improvements.
- Design Approach: Simplified itinerary editing and management processes to improve user flow; optimized budget management with clear information segmentation and intuitive data visualization; integrated social features to enhance sharing and interaction, increasing user engagement.
- Design Deliverables: Spearheaded UI visual style overhaul and interaction optimizations. Developed information architecture and interface layouts to elevate usability and visual consistency for itinerary planning, expense tracking, and social sharing. Ensured alignment with user habits and reinforced brand identity.

##### • Outcomes

Delivered end-to-end product architecture and visual design. Streamlined itinerary management and budget tracking processes, reducing user operational steps by 25% and boosting itinerary adjustment efficiency by 30%.

#### App Design – Xiaoyuzhou Podcast: Expanding Product Commercial Value

2024.10 - 2024.12

##### • Background

With increasing competition in the podcast market, this project aimed to enhance user engagement in the Xiaoyuzhou app while exploring new monetization and social interaction models. Through in-depth user research, the goal was to identify and expand the app's product value.

# Contact Me 联系我

Phone

+86 18721378389

Email

wenjun.wang6205@gmail.com

WeChat

JuennGoz



# Experience 工作经历

Execution

- 1. Design Analysis:** Conducted an in-depth analysis of podcast enthusiasts’ behavior and potential needs, identifying their demand for deeper content engagement, social interaction, and contextual usage scenarios.
- 2. Design Strategy:** Translated high-level design objectives into concrete, actionable features, such as specific forms of text expansion, application scenarios for contextual modes, and core mechanisms for social interaction.
- 3. Design Deliverables:** Restructured the app’ s functional architecture, introducing text expansion and contextual mode modules while maintaining the product’ s minimalist and refined aesthetic.

Outcomes

Developed initial designs for monetization features and social interaction mechanisms, providing a feasible direction for the app’ s future commercial strategy and community development.

Web Design – AI Plant Configuration Assistant

2024.07 - 2024.09

Background

To address the challenges faced by landscape and urban designers—such as time-consuming information retrieval, labor-intensive plan comparison, and heavy reliance on personal experience—this project developed an intelligent AI-powered plant configuration assistant.

Execution

- 1. Design Analysis:** Gained in-depth understanding of the plant configuration process and pain points in landscape and urban design. Collaborated closely with the technical team to translate designers' core needs into AI algorithm inputs.
- 2. Design Approach:** Designed core functional modules, including “Quick Plan Generation,” “Intelligent Adjustments,” and “Multi-Plan Comparison” , to support the entire workflow from initial concept design to final optimization.
- 3. Design Deliverables:** Created a clear layout logic for different functional modules, ensuring an intuitive information hierarchy and streamlined user interactions. Integrated appropriate icons and animations to enhance visual guidance within the tool.

Outcomes

Delivered 100% of the visual design. Upon product launch, the tool is expected to improve plant configuration efficiency by 30%-50%, filling a market gap in intelligent plant configuration tools.

And Studio • Landscape Designer

2022.08 - 2024.08

Participated in international design competitions (e.g., Wall Construction Industrial Park, Beijing Agricultural Tech Park), securing top rankings.

Xiji Design Consulting Co., Ltd. • Urban Designer

2017.07 - 2019.07

Led street renewal projects in Shanghai (e.g., Changfeng, Yichuan), featured in SUSAS Shanghai Urban Space Art Exhibition.

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作品集链接：[wenjun.site](#)



## About Me 关于我

### 1、【全链路设计能力】

两年设计经验，具备从0到1的设计能力，独立完成过6+创意产品设计，涉及移动/web/小程序等多端项目；

### 2、【国际化视野】

海外留学背景，具备全面的UI/UX设计能力，熟悉用户研究、交互设计、视觉设计等各个环节，能够把控项目全链路设计；

### 3、【用户中心的产品思维】

具备以用户为中心的产品思维，主动探究业务需求，有成熟的调研方法论，能从用户需求出发进行设计决策；

### 4、【AI赋能的设计创新】

熟练运用AI工具辅助设计创新，提升工作效率和设计质量，持续探索AI在设计领域的应用。

## Education 教育经历

### 米兰理工大学 设计硕士 (GPA 29/30)

2019.09 - 2022.06

### 华东理工大学 设计本科 (GPA 3.5/4.0)

2013.08 - 2017.06

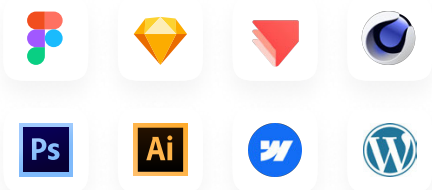
### Coursera 谷歌交互设计证书

2023.10 - 2024.02

### Udemy Webflow网页搭建

2024.10 - 2024.12

## Skills 职业技能



## Experience 工作经历

### Cimiano Studio • UI/UX 设计师

2022.06 - 2025.02

为客户打造了6+成功的数字产品界面，涵盖概念、原型到交付全流程，且作品曾获得YAC国际竞赛奖项。

### 小程序设计 - RouteMe旅行规划与管理

2024.11 - 2025.01

#### 项目背景

针对传统旅游行程规划工具存在的信息分散、操作冗余、视觉体验割裂等问题，优化行程规划、实时调整与消费记录等核心功能，解决界面信息杂乱、交互流程不清晰的问题，提高用户的使用便捷性与整体满意度。

#### 项目执行

1. 设计分析：调研用户在旅行前、旅行中、旅行后的核心需求，分析市场竞品与行业趋势，识别痛点，如行程管理复杂、预算控制不直观等，为设计优化提供依据；

2. 设计思路：简化行程编辑与管理流程，提升用户操作流畅度；通过清晰的信息分区和直观的可视化数据展示，优化预算管理体验；结合社交元素，增强用户分享与互动意愿，提高产品粘性；

3. 设计输出：负责整体 UI 视觉风格升级与交互优化，制定信息架构与界面布局，提升行程规划、消费管理及社交分享的易用性和视觉一致性，确保设计符合用户习惯并强化品牌辨识度。

#### 项目成绩

完成整体产品架构与视觉设计，成功优化行程管理与预算追踪流程，使用户操作步骤减少 25%，行程调整效率提升 30%。

### App设计 - 小宇宙播客的产品商业价值拓展

2024.10 - 2024.12

#### 项目背景

随着播客市场的竞争日益激烈，为了进一步提升小宇宙App的用户粘性，并探索新的商业化和社交互动模式，本项目旨在基于深入的用户研究，探索并拓展产品价值。

#### 项目执行

1. 设计分析：通过深入分析播客爱好者的行为习惯与潜在需求，发现用户对内容深度参与、社交互动及场景化使用存在的需求；

2. 设计策略：基于用户需求，将宏观的设计目标拆解为具体的、可执行的设计，例如：文本拓展的具体形式、情境模式的应用场景、社交互动的核心机制等；

3. 设计输出：重新梳理小宇宙的功能架构，在保证产品小而美的特色的基础上新增文本拓展与情境模式模块；

#### 项目成绩

探索并设计了商业化功能和社交互动方案的初步设计方案，为App未来的商业化路径和用户社区建设提供了可行的设计方向。

## Contact Me 联系我

☎ 电话

+86 18721378389

✉ 邮箱

wenjun.wang6205@gmail.com

👤 微信

JuennGoz



## Experience 工作经历

### PC端设计 - AI植物配置设计助手

2024.07 - 2024.09

- 项目背景**

为了解决景观/城市设计师在进行植物配置时面临的信息检索繁琐、方案比选耗时、依赖人工经验等痛点，打造的智能化植物配置设计助手。
- 项目执行**
  - 设计分析：**深入理解景观设计和城市设计中植物配置的流程和痛点，与技术团队紧密合作，将设计师的核心需求转化为AI算法的设计输入；
  - 设计搭建：**设计了「快速生成方案」、「智能调整」、「多方案比较」等核心功能模块，满足用户从初期方案设计到后期优化的全流程需求
  - 设计输出：**为不同功能模块设计了清晰的布局逻辑，保障信息层级清晰、操作简洁，并且以恰当的图标、动画完成工具视觉引导。
- 项目成绩**

项目视觉部分100%完成，产品上线后预计可将植物配置效率提升30%-50%，填补市场在智能植物配置工具方面的空白。

### HMI设计 - 面向长途运输的卡车智能交互设计

2024.04 - 2024.07

- 项目背景**

在传统车载人机交互设计无法满足长途运输卡车实际在工作中面临的高强度驾驶、信息冗杂、决策压力大等问题的情况下，进行卡车HMI优化设计
- 项目执行**
  - 设计分析：**通过问卷和用户访谈，收集分析长途卡车司机在日常驾驶和信息交互中遇到的主要痛点和需求，如信息过载、操作不便、疲惫决策压力等；
  - 设计方向：**简化信息呈现，提升信息获取效率；优化交互方式，减少操作干扰；降低驾驶疲劳，提高决策效率；根据司机习惯提供定制功能，提升驾驶安全与体验；
  - 设计输出：**基于需求痛点输出最合适交互设计方案并推进落地执行，保证设计落地质量和用户体验；
  - 设计迭代：**邀请卡车司机参与原型测试并收集反馈，测试HMI的可用性与安全性，结合实际使用数据与用户反馈持续优化系统功能。
- 项目成绩**

优化了信息层级和操作路径，使司机的关键操作效率提升40%，获客户高度评价，并为后续开发提供了完整的设计文档与原型参考。

### And Studio 建筑设计有限公司 · 景观设计师

2022.08 - 2024.08

- 参与嵊州威士忌酒厂园区、北京农业科技园区等国际设计竞赛，并多次荣获前三名**

负责从概念设计到方案深化，强调用户体验的创新设计思路。部分项目设计完成并即将投入使用，展示了设计方案的可行性与创新性

### 上海熙济设计咨询有限公司 · 城市设计师

2017.07 - 2019.07

- 参与长风、宜川等多个上海街道更新项目，成果参与SUSAS上海城市空间艺术季展览**

通过社区触媒点的微创性改造与街区功能布局优化，提升居民生活体验与空间互动性，成功推动未来城市更新计划