

# Xuerong [Rita] Wang

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*UX Designer with a background in architecture and social impact, bridging physical and digital spaces through research-driven, human-centered design practices.*

## [EDUCATION]

**Northwestern University, Master of Science in Engineering Design** *Sept 2021 - Mar 2023 | Evanston, IL*

- Top 10 Finalist, PDMA Product Development White Space Challenge, 2022

**Washington University in St. Louis, Bachelor of Science in Architecture** *Sept 2015 - May 2019 | St Louis, MO*

- Hugh Feriss Award for Architectural Drawing, Undergraduate Winner, 2019
- Widmann Prize Exhibition for Nominees as Graduating Exceptional Architecture Students, 2019

## [EXPERIENCE]

**Senior UX Designer & Strategist | RAPP, Omnicom Company** *Nov, 2023 - Now | Chicago, IL*

- Co-led UX strategy for Fortune 500 clients across healthcare, government, insurance, and telecom
- Translated business goals into actionable design frameworks in collaboration with Creative, Strategy, MarSci, and PM teams
- Delivered research-backed journey maps and product roadmaps to guide cross-functional execution
- Assisted standardize UX processes to improve consistency and team efficiency

**Service Designer | LOAM Protocol Inc. (early-stage blockchain design consultancy)** *Feb - Nov, 2023 | Chicago, IL*

- Lead end-to-end website design collaborations, partnering with engineers for front-end development; rapidly prototyped mock-ups for investor pitch presentations
- Refined brand narrative and delivered high-fidelity mockups to support startup growth

**Intern Interaction Designer | Rightpoint Consultancy** *June - Sept 2022 | Chicago, IL*

- Contributed to UX research across retail, automotive, finance, and healthcare sectors
- Led a team of 4, prototyped company intranet and wireframes to support new business opportunities

**Space Experience Designer | Network Party** *Jan - Aug 2021 | Shanghai, China*

- Designed immersive installations for public engagement and dialogue through interactive spatial design
- Led the production of 3 large-scale events, coordinating with teams to deliver unique user experiences

**Space Experience Designer | Attention (Historical building Research & Renovation)** *Jan - Dec 2020 | Nnaging, China*

- Reimagined public spaces through architectural redesigns, combining historical and community research
- Directed 2D/3D visual storytelling and oversaw community-based activation workshops

## [RELEVANT SKILLS]

- **Digital:** Adobe Creative Suite, Rhino, Blender, Figma, Principle, Twinmotion, SketchUp, Webflow, Framer
- **Dev/Tools:** HTML/CSS/JS, Python, Grasshopper, Arduino, Trello, OpenAir
- **Analog:** Sketching, Lasercutting, Physical model building, Diagramming
- **Research & Strategy:** Human-centered design, Digital marketing, Google analytics, Ethnographic methods, Branding, Storytelling

## [LEADERSHIP & SOCIAL IMPACT]

**Co-founder | Animal Shelter Rescue Group** *China & US, 2014 - now*

- Founded and managed international animal welfare efforts across the US and China; Led adoption, TNR, and fundraising initiatives that rehomed over 120 animals and raised over \$10K for local medical aid

**VP & Director of Community Outreach | Women in Architecture & Design, WashU** *2015 - 2019, St Louis*

- Produced speaker panels, firm visits, and educational programming to elevate & connect women in design