

# XUERONG[Rita] WANG

Experience Design, Interaction Design, Social Impact

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## [EDUCATION]

**Segal Design Institute, McCormick School of Engineering** Sept 2021 - Mar 2023  
**Northwestern University** Evanston, IL

*Master of Science in Engineering Design & Innovation, March 2023*

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

**College of Architecture, Sam Fox School of Design & Visual Arts** Sept 2015 - May 2019  
**Washington University in St. Louis** St. Louis, MO

*Bachelor of Science in Architecture*

- 2019 Hugh Feriss Award for Architectural Drawing, Undergraduate Winner
- 2019 Widmann Prize Exhibition for Nominees as Graduating Exceptional Architecture Students
- 2016 - 19 VP & Director of Community Outreach of *Woman in Architecture & Design* - led the team to work towards greater equity in design field both academically and professionally; Co-author of "Bias and Inclusion Survey Report" (<https://issuu.com/wiadsamfox/docs/bias-inclusion-survey-report>)

**Doshisha University** May 2016 - Aug 2016  
*Summer Language Program, Japanese Study* Kyoto, Japan

## [DESIGN EXPERIENCE]

**LOAM PROTOCOL INC. | Contract Designer (UI/UX & Graphic)** Feb - Now | Chicago, IL

- Website design and development; quick prototyping for investor deck mock-ups.
- Brand refresh and overall product visualization design & management.
- Software: Figma, Figjam, Adobe Suite, Microsoft Suite

**RIGHTPOINT CONSULTANCY | Intern Interaction Designer** June - Sept 2022 | Chicago, IL

- Conducted Design Research for a variety of clients and new business pursuits (across retail, automotive, financial services and healthcare industries).
- Shadowed team members on client work (workshops, presentations, reviews, etc.); Synthesized inputs to create wireframes and prototypes for review & approval.
- Led the team of 4, designed and built out an internal facing intranet experience highlighting important initiatives across the firm.
- Software: Figma, Miro, Sketch, Principle, Spline, Adobe Suite, Microsoft Suite, OpenAir

**NETWORK PARTY | Spatial/Experiential Designer** Jan - August 2021 | Shanghai, China

- Designed 6 tech-savvy, interactive installations and related interior that defined the ambience of a space, motivated public gatherings and communications; Set up & managed 3 projects at scene.
- Cultivated interactive experience to trigger unexpected dialogues, stimulate improvisations and develop new ways of spatial interaction.
- Software: Adobe Suite, Sketchup, Rhino, Grasshopper, Enscape, AutoCAD, Twinmotion

**ATTENTION | Spatial/Experiential Designer** Jan - Dec 2020 | Nanjing, China

- Rejuvenated historical buildings and communities with creative interior design solutions; brought vitality and entertainment back to locals' daily life, triggered delightful public gathering and boosted local tourism.
- Iterated designs in both 3D & 2D; managed projects on field; conducted researches and meetings.
- Software: Adobe Suite, Sketchup, Enscape, AutoCAD

## **TEAMLAB TOKYO | Intern Design Catalyst**

May - Oct 2019 | Tokyo, Japan

- Planned and proposed space layouts for installation and digital mappings; directed on-spot art events to ensure success; Lit up intriguing interactions btw human and nature, and motivated visitors to develop and ruminate on the human-nature relationships.
- Set up Shimogamo Shrine exhibition, Kyoto, 8.17 - 9.2, including 2 digital projections and 3 installations; Prototyped project Crystal Motor with diverse Swarovski crystal particles; Schematically designed "The Nature of Life" in Milan Furniture Fair 2020.
- Software: Adobe Suite, Rhino, Vray, Grasshopper

## **KENGO KUMA & ASSOCIATES | Intern Architect**

Jul - Sep 2019 | Tokyo, Japan

- Conducted consumer-based design researches and meetings; carried out design solutions with proficient renderings and constructive drawings to meet beyond needs: Mt. Shan Dong Zang Ma Intl' Tourist Resort Hotel (223222 sq.ft) along with its public Library (12300 sq.ft) & Art Museum (32292 sq.ft).
- Finalized design development phrase package of Panda Bamboo Pavilion in Chengdu.
- Adobe Suite, Rhino, Vray, Grasshopper

## **HIROSHI NAKAMURA & NAP | Intern Architect**

May - Jul 2019 | Tokyo, Japan

- Iterated design schemes with 2D & 3D digital skills. Developed multiple refined physical models to help push projects to design development phrase: Hawaii Int'l Tourist Resort Hotel (156075 sq.ft), two residential buildings and one public museum.
- Adobe Suite, Rhino, Vray

## **[TEACHING EXPERIENCE]**

### **SEGAL DESIGN INSTITUTE | Design Coach**

Jan 2022 - Present | Evanston, IL

- DSGN 320: Intro to Industrial Design Methods, 2022. 1 - 3 & 2023.1 - 3
- DSGN 495-50: Ethics & Equity in Design, 2022. 9 - 12
- DSGN 305: Human-Centered Service Design, 2023.1 - 3
- Mentoring, Class Co-design, Skill Tutoring, Career Advising

### **WashU Samfox School of Visual Art & Design | TA**

Jan - May 2018 | St.Louis, MO

- Teaching assistant of sophomore 212 architecture core studio.
- Help students better understand design prompt, provide architectural critics and foster better class deliverable.

## **[PROJECTS]** Check my website for more details: <https://wxrrita.framer.website/>

### **PetHood | Individual Thesis Project**

Sept 2022 - Mar 2023

- Researched, designed, prototyped and pitched a neighborhood-based animal adoption platform - PetHood, that connects pet lovers and adoption organizations, making it easier for pets to find stable in-home environments and human companionship. The platform is designed with the help of Adobe Suite, Figma, Google suite and Mural. Currently is under the consideration of further development.
- Software: Figma, Mural, Adobe Photoshop, Adobe Illustrator, Google Suite

### **Design Lead | Everyday Wild, Design Strategy Project for YETI**

Sept - Dec 2022

- In the team of 4, designed, developed and planed purpose driven roadmap of a brand new marketing strategy for the outdoor brand, YETI. Proposed a design concept "Everyday Wild" tp help YETI extend their target users from professional outdoorsies to everyday urban people. Under YETI's current portfolio and technologies, we connected a human centered approach with a design thinking methodology to strategy, to realized what should be done next, how to do it and why YETI should do it in the first place.
- Software: Mural, SketchUp, Enscape, Adobe Photoshop, Google Suite

### **Design Lead | FLOW, Start-up Venture Project for Product Management**

Sept - Dec 2022

- In the team of 6, pitched, designed and managed a digital productivity tool - FLOW. We defined its functional requirements that met customers' needs and then ideated its development, launch, and ongoing improvement. We built a product portfolio to balance risk and return and managed product lines to optimize revenues and profits. Our final deliverables including Market Requirements Document, Product Requirement Document, high-fi Figma Prototype, and Final Vision Presentation.
- Software: Figma, Mural, Trello, Google Suite, Adobe illustrator

**Design Lead | White Space Product Dev. Challenge, *Product Design Competition*** Feb - May 2022

- In team of 4 designed a STEM educational platform that aims to lower the barrier to the success of STEM learning for underrepresented minority high schoolers by bringing them hands-on prototyping projects and connecting them to local community resources.
- Software: Figma, Mural, Google Suite, Adobe Photoshop & Illustrator

**Design Lead | Reinvent Physical Therapy "Self-care Toolbox", *UI/UX Design Project*** Jan - March 2022

- In team of 3, we took a human-centered approach to reinvent a digital toolkit for patient to self-direct their paths to healing. We researched, concepted, designed, prototyped and tested interface solutions with Hi-fi Figma wireframes that met the needs of business and audience stakeholders.
- Software: Figma, Mural, Google Suite, Adobe Photoshop & Illustrator

**Design Lead | Reimagine laundry process with P&G, *Product Design Project*** Sept - Dec 2021

- Conducted 3 rounds of in-person consumer interviews to identify pain points and desired experience of sustainable home-cleaning product use. Developed journey maps and frameworks from insights to highlight tensions. Presented the final package with product set, consumer insights and a marketing pitch.
- Software: Figma, Mural, SketchUp, Rhino, Keyshot, Enscape, Google Suite, Adobe Photoshop & Illustrator & Ae

**[LEADERSHIP & COMMUNITY SERVICE]**

**Woman in Architecture + Design | VP & Director of Community Outreach** Jan 2016 - May 2019

Samfox School of Design & Visual Arts, St. Louis, MO

- Work towards greater equity in architecture & design with panel discussions, guest speakers & firm visits.
- Host events: "Maya Lin In Conversation", Intl' Woman's Day events, 2018 Chicago Architecture Firm Visits.

**Volunteer Service in Clouder House Animal Rescue | Senior Trainer** Jan 2016 - May 2019

**Volunteer Service in Evanston Animal Shelter | Red Certified Handler** May 2022 - Present

- Provide care, humane treatment, and adoption for dogs & cats in need through school & community outreach, progressive programs and partnership collaboration on weekly basis.

**[PUBLICATIONS]**

**Co-author, "Bias and Inclusion Survey Report"** 2019

<https://issuu.com/wiadsamfox/docs/bias-inclusion-survey-report>

**[RESEARCH]**

**Co-author | Research Team Leader** 2018. 1 - 2018. 3

River Basin Management Review Committee trans-boundary Report

- Conducted comparative analysis of three river basins - Mississippi, Rhine, Mekong - that embody the word [trans];
- Mapping & Copy writing for research content; book editing & designing
- Part of the research has been published on book: Way Beyond Bigness: The need for a Watershed Architecture

<https://appliedresearchanddesign.com/product/way-beyond-bigness>

**[RELEVANT SKILLS]**

**DIGITAL**

- Adobe Ps, Ai, Id, Lr, Ae, XD • Rhino/SketchUp/3ds Max/Blender/Spline • Figma/Sketch/Principle • Twinmotion/Enscape/Keyshot/Lumion • Grasshopper/Python/Arduino • Wix/Webflow • Google Suite • Microsoft Suite • OpenAir/Trello

**ANALOG**

- Hand-Sketching • Prototyping • Hand tools • Lasercutting • 3D Printing • CNC Machining • Metal Sheeting
- Arduino • Photography

**OTHERS**

- Human-centric Designing • Ethnographic Researching • Branding & Strategy • Business Modeling • Storytelling • Chinese *Native* • English *Fluent* • Japanese *Advanced* • Korean *Conversational*