

Becky Wang

UX DESIGNER |
LEARNING EXPERIENCE &
ACADEMIC PLATFORMS

 scmfbecky@gmail.com

 +201-710-0820

 beckywangdesign.com

 Princeton NJ 08540

CORE EXPERTISE

Design Systems | Information
Architecture | Instructional Design |
Accessibility (WCAG) | Stakeholder
Alignment | User Research | UX
Strategy

EDUCATION

2022 New York University
M.A. Learning Technology &
Experience Design

2020 New York University
M.S. Public Relations & Corporate
Communication

2011 Beihang University
B.S. Design & Visual Communication

ABOUT ME

UX & Learning Experience Designer focused on academic platforms and large-scale information systems in higher education. Experienced in translating complex institutional needs into scalable, user-centered solutions through design systems, information architecture, cross-functional collaboration, and accessibility-first design.

EXPERIENCE

Jan 2023 - Present **TEXAS A&M UNIVERSITY |**
College Station, TX

UX DESIGNER II

Division of Marketing & Communication; Office
of the Provost

- Contributed to the launch of the university-wide Aggie UX Design System, helping centralize and modernize fragmented digital experiences across academic and administrative units
- Led design training and established standardized UX workflows to support the rollout of the Aggie UX Design System within the Office of the Provost
- Led UX redesign initiatives for key academic platforms, including the Graduate & Professional School and Center for Teaching Excellence, improving accessibility and navigation across complex content systems
- Developed a research framework for a faculty-centered dashboard initiative focused on resource personalization, workflow efficiency, and reducing navigation friction
- Supported university-wide initiatives through scalable visual systems, stakeholder coordination, and cross-functional design communication
- Contributed to UX improvements recognized during university leadership presentations and associated with 78% positive satisfaction feedback in post-launch usability surveys.

Jan 2022 - Sep 2022

NEW YORK UNIVERSITY |
Brooklyn, NY

INSTRUCTIONAL DESIGNER

Tandon School of Engineering

- Designed and developed interactive digital learning experiences for interdisciplinary engineering courses using Articulate 360 and Canvas LMS, informed by cognitive science, learner motivation, and accessibility research.
- Collaborated with faculty and SMEs to transform complex technical content into structured learning experiences using scaffolding, multimedia learning, and learner-centered design principles.
- Applied Learning Experience Design (LXD) methodologies to identify learner needs, reduce cognitive barriers, and improve engagement through iterative design and feedback.
- Developed scalable course templates and information architecture frameworks that improved content consistency, navigation clarity, and long-term instructional sustainability.

Sep 2021 - Jan 2022

CartographR | New York, NY

UX DESIGN INTERN

Location-Based AR Experience Platform

- Conducted user research to identify friction points and inform iterative improvements to AR-based mobile experiences.
- Refined user flows and interaction patterns for community-driven digital products, balancing engagement goals with usability and accessibility considerations.
- Collaborated directly with company founders on product presentations, investor pitches, and user outreach initiatives, gaining hands-on experience in startup product strategy and growth.