

# Yige Wang

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## Experience

### **Wholesail; San Francisco, CA**

Product Designer — Jun 2022 - Jan 2025

- First non-founder design generalist hire at a Series A B2B fintech startup focusing on enterprise accounting automation and reporting
- Collaborated with executives, product, engineering, and GTM teams to identify opportunities, refine solutions, integrate feedback, and evaluate success
- Conducted research to define personas, segment markets, and validate concepts
- Developed and documented foundational design system components with frontend team

### **OpenTable; San Francisco, CA**

Principal Product Designer — Feb 2020 - Jul 2022

Lead Experience Designer — Mar 2016 - Feb 2020

Senior Experience Designer — Feb 2014 - Mar 2016

- As principal, led team of 3-4 designers working on iOS apps (iOS and Android) on the consumer side of the business of the world's leading restaurant reservations platform
  - iOS app has maintained a 4.9 star rating in the App Store and is a multiple-time App Store Editors' Choice award winner
- Translated company OKRs into actionable product and design strategies alongside product and engineering teams
- Collaborated closely with engineering on design system from proposal to execution; ongoing maintenance and evaluation

## **Ness Computing; Los Altos, CA**

Lead Designer — Jan 2010 - Feb 2014

- Lead designer at a consumer-facing restaurant search and recommendations startup
- Flagship offering was an iOS app (2013 App Store Editors' Choice award)
- Started as sole designer, ended as team of 3
- Acquired by OpenTable in 2014

## **Education**

Stanford University, Palo Alto, CA — Bachelor of Arts in Economics, Minor in Computer Science, 2005 - 2009

## **Skills**

### **Design Tools**

Figma, Adobe CS, Principle, Framer, Webflow, Lottie

### **Technical**

HTML, CSS / Tailwind, React and iOS (basics for collaboration)

### **Research**

Usability, diary studies, field studies / ethnographic research, surveys, interviews

### **Process**

Design sprints

### **Data**

A/B testing, Mixpanel

## **Other**

### **Dent Capital; Menlo Park, CA**

LP and Advisor / Mentor — Apr 2025 - Current

- LP and advisor / mentor at private investment company investing in early-stage AI companies