

JUNE WANG

UX DESIGN

SOFT SKILLS

Effective Communication: Being recognized as one of the best presenters in previous companies, strong at articulating complicated concepts/processes.

Analytical: Experiment design, A/B testing etc. Quantify goals and make them measurable.

Project Management: Design testing pipeline/cycles, meet tight deadlines.

Adaptable/Flexible: 7+ years working experience under fast-paced environments, often needs to pivot along with new insights.

Cross team collaboration/leadership: Leads projects frequently, builds dashboards, tackles tough challenges with multiple teams.

EXPERIENCE

Growth Marketer, North America Markets | Opencare

JUNE 2018 - APR 2020 | 1 yr 10 mos, TORONTO, ON

- Built Hyper-localized Playbook for CA and 7 US markets on Facebook, design experiment framework to run high impact and thoughtful experiments, A/B testing.
- Scaled the channel from 5 figures monthly spend to 7 figures, reduced CPA by 40%, grew 10% MoM revenue at margin for a year. Broke acquisition daily record by 562%, achieved the highest monthly revenue/user growth after joining in 3 mos.
- Led & Built efficient processes between marketing & creative team.

Client Solution Manager | Facebook

FEB 2015 - OCT 2017 | 2 yr 9 mos, HONG KONG & TAIWAN

- Design & deliver workshops, provide weekly performance review/solution recommendation to business partners, guide clients through A/B testing, measurement & attribution, technical implementation (pixel & SDK).
- Design Facebook's cutting edge solutions for B2B partners: ClubMed Cruise achieved 16x ROAS, case study: goo.gl/N4Uicv
- Being promoted in 6 Month with 58.8% compensation increase – performed stably under tight timeline and high pressure, being recognized as the top performer

Digital Media Planner | StarcomMediaVestGroup

JUL 2013 - FEB 2015 | 1 yr 6 mos, HONG KONG

- Media planning & buying in the digital agency world to help client Procter & Gamble to grow their businesses.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

Chinese University of HK | Master in Social Science,
Advertising SEP 2012 - MAY 2013, HONG KONG

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Portfolio Site: TBD

HARD SKILLS

Design: Sketch/Figma, Adobe Illustrator, Cinema4D/Blender for 3D

Data Analysis: SQL/HTML, Google Analytics, Periscope/Looker/Tableau

User Research: Loom, Fullstory

Project Management: Asana

PROFILE

A seasoned digital marketer thrives to be the most data-driven designer who tells inspiring user stories in the field. Passionate about the space where Art and Science intersect.

PASSIONS

Psychology

3D Motion Design

Interactive Design

PROJECTS

TBD