Xiping (Sheila) Wang

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Education

University of Southern California Iovine and Young Academy (IYA)	Aug 2022 - May 2026
B.S. Art, Technology and Business of Innovation	Los Angeles, CA
Mobile App Development, AI Applications, and Computer Programming Minor	GPA 3.9/4.0
Peking University Guanghua School of Management Visiting Student Program	Feb - June 2025

Professional Experience

Jargon | AI Start-up, Winner HackSC and DEMO (USC's Largest Startup Showcase)   Nov 2023 - Present
Co-Founder, Product Manager, Product Designer   Los Angeles, CA
- Designed and built an MVP in 20 hours with 3 engineers, targeting problems in language learning with LLM and OCR
- Developed roadmap by prioritizing features based on user interviews and market analysis, led meetings to align goals
- Designed 70+ high-fidelity screens and collaborated with technical co-founders to successfully launch on Chrome
- Designed a cohesive brand identity, including logo, animations, and UI systems, ensuring a consistent and intuitive UX
- Secured $6.5K in funding through pitching at competitions, demonstrating customer demand & product-market fit
- Gained 100+ early users, identifying friction points and optimizing UX based on real feedback

MiraclePlus | Formerly YC China   June 2024 - Present
Product Strategy & Design Intern, Project Manager Intern   Beijing, Remote
- Redesigned the official site in collaboration with engineers, implementing responsive UI/UX improvements based on user feedback, enhancing brand identity while ensuring effective support across various devices and two languages
- Supported the VP to design a lecture for a series on building start-ups, iterated for 14 versions through founder interviews and research, ultimately delivered to 100+ students at Tsinghua University, receiving 9/10 rating
- Optimized presentation creation with a reusable template adaptable to various needs, saving 10+ hours for each lecture in a course series. All lectures earned 10/10 ratings for visual's effectiveness based on student feedback

People's Tax Page | USC Law School   Aug 2023 - Jan 2025
Art and Media Director   Los Angeles, CA
- Led a full rebrand through analysis and a 38-page branding guide, improving content consistency and user engagement
- Produced weekly original poster and animation videos with Illustrator and After Effects, educating 15k+ people on personal finance and taxation, boosting average view by *11 times*, social media following by *34%+*

NetEase, Inc. | 4th Largest Chinese Internet Company   May 2023 - July 2023
Visual Design Intern   Beijing
- Pioneered AI asset generation for interactive webtoon interface projects in my team while ensuring artistic consistency
- Sped up project timeline by 66%, securing additional client project and gaining positive feedback from the dev team

Project Experience

HackSC | USC's Largest Hackathon Event, *Product Design Lead*   Feb 2024 - Present
- Led 7 designers to deliver 5 portals (50+ screens) for different stakeholders in our hackathon, coordinating between designers, PMs and engineers to ensure smooth UX and cohesive UI across pages for 500+ hackers and volunteers
- Developed a Figma-based design system, leveraging variables and components for consistency and better collaboration

Arbor | AI Earthhack (Harvard x Microsoft, 1100 participants), *1st Place Winner*   Dec 2023 - Jan 2024
- Designed an AI-powered sustainability evaluator, applying human-centered design principles to create a VC-friendly, intuitive user experience, earning 1st place in a field of 1,100 participants

Fisher Price | IYA Industry Lab, *Design Consultant*   Jan 2023 - Apr 2023
- Uncovered long term circular economy opportunities by conducting user interview, research, and product analysis
- Collaborated in a team of 4 to present actionable recommendations on achieving long-term goals to 5 Vice Presidents

Skills

Design: Figma, Adobe CS (Illustrator, AE, Photoshop, InDesign, Premiere Pro, Animate), Rhino, Keyshot, SketchUp, Blender
Technical: HTML, CSS, JavaScript (p5.js), React.js, PHP, SQL, Python, Swift **Language**: English, Chinese (native)