

Doris(Tianqi) Wang

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EDUCATION

Santa Clara University, Leavey School of Business

M.S Business Analytics

Santa Clara, CA
2025.9-2026.12(*in progress*)

California College of the Arts

M.F.A. Interaction Design

San Francisco, CA

2021.9-2024.5

Trinity College

B.S. Mathematics & Studio Arts

Hartford, CT

2017.9-2021.5

TECHNICAL SKILLS

Programming Languages:

Python, R, Tableau, SQL, JavaScript, C++, Machine Learning, Power BI, APIs, Quantitative Analytics, SAS, Statistical Data Analysis

Design & User Experience:

Interaction Design, Prototyping(Figma, Adobe CC), UI design(PS, AI), User Flow(Miro, Figjam), Responsive web design(CSS, HTML, JS)

Marketing & User Engagement:

Market Research, User Research, A/B Testing, Brand Strategy, Data Analysis, Campaign Management

PROFESSIONAL EXPERIENCE

Joyland Preschool

Art Program Designer

Sunnyvale, CA

Jan 2024-present

- Designed engaging, age-appropriate art class experiences for children ages 3–6, applying human-centered design principles to support creativity and learning.
- Developed structured weekly activities, iterating based on feedback and observing user (student) interaction to improve engagement
- Created visually compelling posters and digital materials to promote the program.

WJ-Etrading

Web Designer & Project Analyst

New York, NY

Jun 2023- Sept 2023

- Redesigned the website and user interface for a B2C e-commerce company using Figma, improving Shopify user engagement and conversion rates by 1.02%.
- Conducted market research and product analysis with Tableau to optimize digital experiences, aligning design solutions with customer insights and business goals.

WJ-Econsulting

UX Designer

New York, NY

May 2023- Jun 2023

- Designed and launched the company's consulting website, leading the end-to-end process from concept to implementation.
- Created intuitive UI components and design systems to improve usability and overall user engagement.

ACADEMIC PROJECTS

California Traffic Collision Analysis | Python(Pandas), Data Analysis

- Analyzed 2.46M+ traffic collision records to uncover regional and temporal patterns in crash severity
- Built a severity scoring framework to move beyond raw counts and better assess crash impact
- Translated contributing factors (weather, speed, impairment) into actionable insights for risk and safety decision-making

TikTok vs YouTube Performance Analysis (2025) | Tableau, Data Analysis

- Analyzed a global short-form video dataset (100+ countries, 58 variables) to compare TikTok and YouTube performance across engagement and growth metrics
- Conducted temporal, geographic, and category-level analysis, identifying TikTok's higher engagement and faster growth in 2025
- Performed what-if growth analysis to assess how changes in audience growth impact platform performance

