

Yitong Zhang

Product Designer

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EDUCATION

University of Pennsylvania

MS in Learning Science

Learning Product Design

Aug 2019 - May 2021

UX Bootcamp

Sept. 2019 - Apr. 2020

Tsinghua University

BA in Art History

Hong Kong University

Exchange Program: Fine Art

SKILLS

Sketching	User Research
Wireframing	Survey Design
Storyboarding	Affinity Diagrams
Prototyping	Usability Testing
Mobile Design	Heuristic Evaluation
Web Design	
Motion Design	HTML / CSS

TOOLS

Sketch	Invision
Figma	Principle
Adobe XD	Illustrator
Balsamiq	Photoshop

EXPERIENCE

UI/UX Intern | Nanda Home Sept 2020 - Feb 2021

- Increased the engagement and sales of Clocky E-commerce website and improved the overall UX/UI experience.
- Closely collaborated with the CEO and web developer on the design iteration.
- Led the design to optimize the navigation, shopping page, product page, review page, affiliate program page, and about us page.
- Designed multiple features from concept to launch for worldwide customers. Increased the Time-on-Site by 67%, improved the page view by 250%.
- Initiated the design guideline to specify core UX, visual, and interaction elements.

Product Designer | Freelance Nov 2019 - Jul 2020

Niudun100 App Store - Redesign the community Apr 2020 - Jun 2020

- Solved the problem of user engagement and improved the retention rate for Niudun100.
- Partnered with PM to conduct the usability test by setting up success metrics, making user tasks, and analyzing insights.
- Led the full life-circle of the community feature, conducted user research, strategic tradeoffs, and design iterations.
- The project was shipped in Nov 2020.

T3 - Build up safety in carsharing services Dec 2019 - Jan 2020

- Differentiate T3's car-hailing service by solving the safety problem strategically. Improved the overall user experience.
- Owned the end-to-end design process for building up safety in T3's car-hailing experience, including user research, ideation, interaction design, and usability test.
- Led the design execution, gave the pixel-perfect design that can reach 3.2 million users.
- Closely collaborated with the product team and received high evaluation from the client.

Learning Experience Consultant | MicroPBL May 2019 - Jul 2019

- Worked with the product lead to create user journeys, process flows and gamification strategies for an online project-based learning platform based on learners' behaviors.

PROJECT

Adobe X Netflix Creative Jam - Shared movie experience

- Delivered innovative solutions to solve the design challenge with investigation, brainstorming and rapid prototyping.
- Top 13% in 600+ teams and got full marks in *Targeting User* and *Visual Design*.

Capstone Project: Museum Plus - App design for learning

- Solved the challenge of contextual learning and public engagement in art museums by designing an app with in-depth research, ideation, and prototyping.