

# Yitong Zhang

Experience Designer



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## Education

### University of Pennsylvania

Aug 2019 - Present

M.S.Ed in Learning Sciences and Technologies

- Course: Needfinding, Product Design
- UX Bootcamp

### Tsinghua University

Aug 2015 - Jun 2019

B.A. in Art History

### Hong Kong University

Jan 2018 - May 2018

Exchange Program: Department of Fine Art

## Skills

Sketching, Wireframing

UI Design, Interaction

Design,

Rapid Prototyping

## Tools

Photoshop, Sketch, Figma,

Balsamiq, Invision, Principle,

Miro, OmniGraffle,

Lightroom

## Selected Projects

### Apple Podcasts Redesign | Mobile App

- Conducted primary user research  
Performed brainstorming, sketching, wireframing and motion design

### T3 - Build up safety in carsharing services | Client Project, Mobile App

- Conducted primary and secondary user research; created user journey map  
Performed brainstorming, sketching, UI design and motion prototype  
Conducted usability test

## Experience

### Research Intern | Lil' Filmmakers

Nov 2019 - Present

- Conducted program evaluation using qualitative methods including observations and interviews to help assess student needs and capabilities.
- Conducted desktop research on informal learning sites and programs.

### Experience Design Intern | MiniPBL (Edtech Startup)

May 2019 - Jul 2019

- Worked as consultant of Five Clans — Project Based Learning online platform. Cooperated with learner-centered curriculum design, gamification, and assessment.
- Took command of visual planning including design of the webpage, handouts, PowerPoint, Wechat promotion and user journey map.

### Curatorial Assistant Intern | The Palace Museum

Aug 2018 - Sept 2019

- Worked as a curatorial assistant in the exhibition "The Four Wangs Paintings of the Early Qing Dynasty Period Collected by the Palace Museum" and "The Antikythera Shipwreck"; Took part in installation arrangement and environmental design.

### Content Design Intern | Harper's BAZAAR Art

Nov 2017 - Jul 2018

- Worked as a new media content editor; Wrote illustrated articles aimed at public art education. (30 articles in total with average page view over 8000)