Wanqi Yang

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• https://www.linkedin.com/in/wanqi-yang/ • **Portfolio:** https://quuuuin.github.io/

UX/UI Designer with a solid foundation in creating intuitive, human-centred user experience and designing visually appealing digital interfaces. My experience demonstrated expertise in leveraging strong communication and problem-solving skills to lead and enhance design teams. My portfolio provides a proven track record of delivering high-quality user experiences, exceptional user interface designs, and championing user-centric design principles. I am a collaborative team player with a keen eye for detail, self-driven, and motivated to innovate.

Education

2023-2024
Google UX Design Professional Certificate | Coursera X Google

The course includes UX research, UX and UI design, web design, and digital accessibility. Achieved top 5% grade.

2021-2023
Master of Interaction Design | the University of Queensland | Brisbane, Australia

Interaction design is a multidisciplinary field that encompasses UX and UI design.

2017-2021
Bachelor of Mechanical Engineering | University of Science and Technology Beijing | Beijing, China

China 211 Program, QS China Top 25
Awarded the third prize of the 2019-2020 People's Scholarship.

Skills

• User reseach • Data analytics • Design thinking • Persona/Usage scenarios/Storyboard • Conceptual model design • Task flow/Sitemap • Usibility testing

• Design guideline • Wireframes • Prototypes • Figma/Sketch/XD/Invision • UI mockups • Branding • Adobe suite •Accessibility digital design • Graphic design • Infographics design • Video editing

• HTML/CSS/Javascript • Bootstrap • React/Angular • WordPress/Wix

• Team player • Agile methodologies(Scrum/Waterfall/Kanban) • Digital/Social media marketing

Project Experience

MARCH 2023 – JUNE 2023

Smart Class | UX Researcher & Designer | the University of Queensland | Brisbane, Australia

- Smart Class is a digital design proposal project aimed at bridging the gap between rural and urban education in China. It seeks to enhance the quality of rural education by integrating digital technology, thereby narrowing the urban-rural divide.
- I work with teammates, conducted user research through literature review, interviews (with over 20 participants), and observations, maintaining excellent ethical considerations throughout the research process.
- I led the interaction and conceptual model design in brainstorming sessions, finalising the user flow design. After the prototype was finished, We conducted a user test with 10 participants to validate the effectiveness and usability of our conceptual design.
- The project received the highest grade of Distinction.

NOVEMBER 2022

Pet GO | Product & UI Designer | the University of Queensland | Brisbane, Australia | Explore the project

- Pet GO is an augmented reality (AR) based metaverse social solution. I independently conceptualised and designed this digital solution based on research findings from the Ouah Ouah Friends project. The platform aims to connect pet owners and enthusiasts and build a community for them.
- I intended to create a gamified social experience to enhance user engagement on the platform. I designed Pet GO's visual identity with a 3D cartoon UI style. Developed the design guideline for Pet GO based on iOS design principles, ensuring UI and UX design consistency.
- I created interactive prototypes using Figma. I developed a testing protocol and conducted user testing with 5 participants. I collected feedback and iterated on the prototype design for optimal usability.
- The project received a final grade of High Distinction.

JULY 2022 – NOVEMBER 2022

Ouah Ouah Friends | UX Researcher | the University of Queensland | Brisbane, Australia | Explore the project

- Ouah Ouah Friends is a user experience research project that applies a series of Human-Computer Interaction (HCI) methodologies and methods to explore problem spaces and discover user needs within the pet community.
- Over five months, I led the team in planning the project progression along Say, Do, and Make three research dimensions. Research and analyse user needs through literature review, contextual interviews, mapping, and digital ethnography.
- Through data analysis, we identified the problem space: how to effectively enhance community cohesion, assist pet owners in building social connections, and provide long-term support for community members. We conducted an in-depth data analysis to derive user needs and pain points of the community experience.
- The project received a final grade of High Distinction.

AUGUST 2021 – OCTOBER 2021

Millionaire Assistant | UX/UI Designer & Web Developer | the University of Queensland | Brisbane, Australia |
Explore the project

- Millionaire Assistant is a location-based service (LBS) website catering to food truck businesses and consumers. The design and development were completed based on user research and considerations of data value from the Queensland government's public database.
- Leading a team of three, I defined the Task Flow and Sitemap of the website based on identified user personas and usage scenarios. I used Miro to design the UI and developed an interactive prototype using Invision. I authored the user testing plan, conducted tests with 10 participants, and iterated design.
- I independently developed a subpage using web development languages and PHP.
- As the design lead, I established the project's visual identity and independently designed five promotional materials (posters and logos). ⏎
- The project received the highest grade of Distinction.

AUGUST 2021 – NOVEMBER 2021

Stretch Adventure | Product Designer & Developer | the University of Queensland | Brisbane, Australia |
Explore the project

- I identified user pain points based on analysis data collected from independent user research. Then, I designed a motion-sensing game called Stretch Adventure. The game is tailored for office workers who engage in prolonged periods of sitting, aligning with the course theme of "Augmenting Everyday Life".
- I designed the interaction and task flow of the game based on defined user personas and usage scenarios from the research. The game is designed to be lightweight, allowing users to make the most of their spare moments in the office for relaxation. It utilises standard wearable devices like smart bands or smartwatches, in conjunction with a computer, to provide users with stretching guidance through motion sensing.
- I developed software and hardware, utilising an Arduino board (developed in C++) and the Unity engine to create a 3-minute gameplay demo.
- Over a three-month development period, three rounds of testing were planned and executed with over 20 participants. I designed the testing process and established evaluation criteria and subjective scales based on relevant physiological and medical literature. I conducted testing and iterated the prototype from the dimensions of usability, effectiveness, and accessibility.⏎
- The project received the highest grade of Distinction.

Work Experience

MARCH 2019 – APRIL 2019

Volunteer Designer | China Association of Social Workers | Beijing, China |

- Design the graphics to support over 20 events, including VI design for internal material.
- Participated in the Heart Bridge event 11 times as a journalist, hosted it 6 times.
- Prepared a comprehensive press release for the event, collaborating with the PR team. Contributing to increased visibility and positive publicity for the organisation's initiatives.

JULY 2018 – OCTOBER 2018

Social Media Marketing Specialist | Smash Boxing Club | Guangdong, China |

- Conducted research on customer and social trends to select marketing topics and develop compelling copywriting strategically.
- Collaborated with the Marketing team to develop accurate promotion strategies using research data, ensuring that the social media campaigns aligned with the company's overall marketing strategy, increasing membership sales.
- Achieved 10,000+ views within the initial phase of operating the social media account.

Campus Experience

SEPTEMBER 2017 – JULY 2018

Marketing Staff | Student Union, University of Science and Technology Beijing | Beijing, China |

- Played an integral role in the day-to-day operation of the Student Union's social media accounts, including strategic planning, topic selection, and content creation.
- Actively participated in the marketing efforts of four Union events, designing comprehensive marketing plans and executing promotional activities throughout the events, which significantly bolstered student engagement and participation.
- Led the successful execution of 7 social media campaigns, resulting in over 20,000 views and 1,000 likes.