



Wanqi
Yang

INTERACTION DESIGNER

0451671124

wanqi.yang@hotmail.com

Toowong/Brisbane/QLD

[My LinkedIn](#)

[My portfolio](#)

EXPERIENCE

UX Researcher

Course Program at UQ/ Brisbane, Australia / Aug - Oct 2022

- The project focuses on developing an interactive installation that offers a compelling auditory-tactile synesthesia experience. Its objective is to promote a better understanding of the experiences encountered by minority groups among a wider audience.
- In support of the team, I conducted an extensive literature review and interviewed four individuals with synesthesia to gather valuable insights. Following the completion of the prototype, I devised a comprehensive testing process and analyzed the data collected from 20 participants to validate the effectiveness of the prototype.

Social Media Marketing Specialist

Smash Boxing Club / Shenzhen, Guangdong, China / Jul 2018 - Oct 2018

- Conducted thorough research on social events and emerging trends to select marketing topics and develop compelling copywriting strategically.
- Developed an advertorial campaign that seamlessly integrated with the gym's existing marketing initiatives, resulting in a significant increase in the gym's service purchase rate.
- Achieved 1000+ exposures within the initial phase of operating the social media account.

SKILLS

9/10

Figma / Adobe XD

8/10

Adobe Suite

6/10

Web development

10 / 10

Research

10 / 10

Team work

VOLUNTEERING

Volunteer Staff

China Association of Social Workers / Beijing, China / Mar 2019 - Apr 2019

- Collaborated on the creation of promotional materials to support events.
- Actively participated in the Heart Bridge Project offline event, documenting it as a reporter.
- Prepared a comprehensive press release on the day of the event, summarizing key highlights and outcomes.

Marketing Staff

Student Union, University of Science and Technology Beijing / Beijing, China / Sep 2017 - Jul 2018

- Provided marketing solutions for Union events and executed promotional activities.
- 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 two major events, developing marketing plans throughout the event duration to maintain high levels of student engagement.
- Led the successful execution of seven social media campaigns, resulting in over 10,000 views and 1,000 likes.

EDUCATION

Master of Interaction Design

University of Queensland

2021-2023

Bachelor of Mechanical Engineering

University of Science and Technology Beijing

(China 211 Program, QS China Top 50)

2017-2021

Awarded the third prize of the 2019-2020

People's Scholarship.