YIJING SALLY HONG

UX/UI Designer | Cultural Producer

Non-profit project manager turned UX/ UI designer with a strong background in audience development, exhibition planning, public programming, and project management. Experienced working in client-facing roles and excelled at cross-functional teams.

Selected Work Experience

Think!Chinatown
New York
08/2020 - 10/2020
Chinatown Arts Week 2020 Assistant Producer

- Programmed a ten-day art festival with 15 outdoor and virtual events.
- Produced the virtual screening of *DragonMasters* (150+RSVP); coordinated Q&A with panelists from 4 different time zones.

Brooklyn Museum
New York
02/2020 - 07/2020
Exhibition Project Coordinator

- Oversaw teams on assigned exhibitions and special projects, working in close collaboration across departments. Launched the #Your2020Portrait Instagram campaign in two weeks
- Streamlined the team workflows by merging FY20 and FY21 planning budgets and compiled data for 20 exhibitions.

Dance/NYC
New York
06/2019 - 01/2020
Interim Program Manager

- Led a team of three and produced 10 public programs in 7 months with a total reach of over 800 audiences.
- Collected demographic information of attendees and analyzed audience feedback from post-event surveys for program evaluation and grants reporting. Secured recurring city funding for two years.

ArtBridge Projects Inc.
New York
03/2018 - 05/2019
Project Manager

- Oversaw a 215-feet mural installation on Doyers Street in Chinatown with artist Chen Dongfan and collaborators. The project received a Certificate of Special Congressional Recognition for outstanding community service.
- Launched artist Pat Phillips's debut exhibition at the SPRING/BREAK Art Fair with sales records of $10,000 on VIP day.

UX/UI Projects

Olive
11/2020 - 04/2021
A wellness app designed with focuses on the needs of foreign-born individuals in the U.S.

YESLingo
05/2021 - Present
Designing a vocabulary learning app for ESL learners.

MuseumExpert.org
06/2021 - Present
Developing strategies on branding and web design for the client.

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Education

CareerFoundry, UX Design Program
2020 - 2021, Online
UX Design Certificate (800+ hours training)

George Washington University
2015-2017, Washington, D.C
M.A. Museum Studies

University of Southern California
2015-2017, Washington, D.C
B.A. Art History
B.A. Communications

Skills

- Competitive Analysis
- User Research
- User Journey & User Flows
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Preference Test
- Mobile-first and Responsive Design
- Design Style Guide
- UI Design
- Front - end Development

Tools

- Adobe XD
- Balsamiq
- Marvel
- Photoshop
- InDesign
- HTML/CSS
- Javascript
- Miro
- Airtable
- Submittable
- SurveyMonkey
- SurveyGizmo
- NeonCRM
- Concur

Languages

Chinese: Native

English: Fluent