

Yixin (Gwen) Zhang

www.gwenyixinzhang.com
yixinzhang97@gmail.com
(650) 304-9212
linkedin.com/in/gwenyixinzhang

Parsons School of Design

Sep 2015 - May 2019 (expected) | New York, NY

BBA., Strategic Design & Management

Minor., Communication Design

[relevant coursework]

Information Visualization

Research & Development Methods

Integrative Research and Development

Web: Interaction Design

Stanford University

Jun 2017 - Aug 2017 | Stanford, CA

Intensive., Technology & Innovation

Skills

[research]

Grounded Research

Shadowing

Contextual Inquiry

Survey Design

Focus Group Workshop

1 on 1 Interview

[design]

Low-fi Prototyping

High-fi Prototyping

User Personas

Storyboarding

Wireframing

Usability Testing

Visual Identity

[tools]

Sketch

Axure PR

Principle

Framer.js

Adobe Suite

Cinema 4D

[programming]

HTML

CSS

Javascript

Java(Basic)

Design Researcher | Parsons Senior Casptone

Sep 2018 - May 2019 (expected) | New York, NY

Individual capstone project based on understanding how toddlers and their families interact with natural language user interface enabled devices in their households. Currently conducting ethnographic research through stakeholder interviews, survey, and culture probe kit, etc.

Research is still in progress.

UX Designer | WeHGC Mobile V3.0 Design

May 2018 - Sep 2018 | Nanjing & Xiamen, China

Designed the main task flows and visual identity for WeHGC mobile app v3.0, a fleet management platform. Iterated the user flow of the current product. Collaborated with multiple roles to redesign the visual identity of the platform.

Design Researcher | UNICEF SDG 2030 Co-lab

Sep 2017 - Dec 2017 | New York, NY

Conducted a research co-lab on advancing UNICEF Sustainable Development Goals 2030 through transdisciplinary design strategies. Researched and identified problems of New York City public school lunch program through focus groups, stakeholder interviews, grounded research. Proposed design strategies to UNICEF SDG 2030 representatives.

UX Design Consultant | Crediyo Healthcare Payment

Jan 2017 - July 2017 | New York, NY

Designed and ran A/B testings of Crediyo user-dashboard, followed lean startup design process. Crediyo is a point of service lending and analytics platform that helps patients afford out-of-pocket medical expenses.