

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 Capstone

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
Design the main task flows 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.

Design Intern | Crediyo Health Care 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.