GWEN YIXIN ZHANG

an experience design practitioner

contact

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EDUCATION

University of Washington, Seattle
Sep 2019 - May 2021 | Seattle, WA
MS., Human Centered Design & Engineering

Parsons School of Design
Sep 2015 - May 2019 | New York, NY
BBA., Strategic Design & Management
Minor., Communication Design
Honor Graduate, Dean's Lists

Stanford University
Jun 2017 - Aug 2017 | Stanford, CA
Intensive., Technology & Innovation

design
User Personas, Storyboarding, Wireframing, Usability Testing, Low-fi & High-fi Prototyping, Visual Identity, Interaction Design;

research
Qualitative Research, Shadowing, Contextual Inquiry, Survey Design, Focus Group, 1 on 1 Interview;

code & tools
HTML, CSS, Javascript, P5.js, Jquery; Sketch, Axure RP, Principle, Framer, OmniGraffle, Adobe XD, Illustrator, Photoshop, After Effects;

EXPERIENCE

Design Intern | Superunion, WPP
May 2019 - Aug 2019 | Shanghai, China
Client-based design & creative work. Design work includes web design, application design, & visual guidelines.

UX Design Researcher | Parsons Casptone
Sep 2018 - May 2019 | New York, NY
Project Chorus: Design for multicultural and multillingual families with preschool children;
Rethinking the impact of ubiquitous computing on child development.
(Featured in Parsons SDS Syposium 2019)

UX Designer | WeHGC Technology
May 2018 - Sep 2018 | China
Designed the main task flows and visual identity for WeHGC mobile app v3.0, a fleet management platform. Collaborated with multiple teams to redesign the product functions of the app.

Design Researcher | UNICEF SDG 2030
Sep 2017 - Dec 2017 | New York, NY
UNICEF Agenda 2030 Design Research Colab. Field research, design strategy in partneship with P.S. 15
Proposal: Zero Hunger x Nutrition Education kit for NYC public school youth.