

## Yixin (Gwen) Zhang

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### 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 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.