Yixin (Gwen) Zhang

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+ education

University of Washington, Seattle
Sep 2019 - May 2021 (expected) | Seattle, WA
MS., Human Centered Design & Engineering
Incoming graduate student

Parsons School of Design
Sep 2015 - May 2019 (expected) | New York, NY
BBA., Strategic Design & Management
Minor., Communication Design
Cummulative GPA 3.81/4.0
Dean's Lists

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

+ skills

[research]
Qualitative Research
Shadowing
Contextual Inquiry
Survey Design
Focus Group
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

+ experience

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 leaned startup design process. Crediyo is a point of service lending and analytics platform that helps patients afford out-of-pocket medical expenses.