

Alexander Yang

alexya.ng/portfolio • (408) 687-8314 • alexanderyang20@gmail.com • [linkedin.com/in/alextyang](https://www.linkedin.com/in/alextyang)

SUMMARY

Digital media graduate with foundation in front-end development and a robust range of experiential design experience. From interventions in corporate irresponsibility to projection mapping in science-communications, I leverage my background in the arts to inspire out-of-the-box thinking and to bridge the gap between disciplines in fast-growing environments.

EDUCATION

Bachelor of Science, Integrated Design & Media

Sep 2020 – May 2023

New York University, Tandon School of Engineering, Brooklyn, NY

GPA: 3.747 / 4 Honors: cum laude, Dean's List (2020-2023)

Relevant Coursework: *Algorithms & Data Structures, Web Development, User Experience Design, Motion Graphics, Creative Coding*

EXPERIENCE

Technology Intern: *Currents New Media Festival*, Santa Fe, NM

Jun 2023 – Jul 2023

- Led the setup and optimization of audio-visual installations, supporting artists in designing reliable software setups using Python, Java, JavaScript, and Batch scripts.
- Developed accessible documentation for daily on/off procedures and troubleshooting steps.
- Evaluated guest reactions against artist expectations and provided adjustments to interaction design.

Python, PyTorch, TouchDesigner, Max/MSP, Java, Processing, JavaScript, p5.js

Community Space Assistant: *New York University*, New York, NY

Apr 2021 – Jun 2022

- Guided users through the new seat reservation system, reporting issues with the onboarding experience.
- Collaborated with students to find pandemic-safe ways to enjoy community spaces.

Marketing Lead Volunteer: *Monta Vista Theatre*, Cupertino, CA

Aug 2018 – Jun 2020

- Delegated multimedia production work for a small team, harmonizing brand cohesiveness with individual ownership.
- Launched a series of immersive lobby installations and experiential webpages based on the campaigns.
- Led a restructuring of the ticket system that achieved a 30% reduction in fees.

Adobe Creative Suite, GSuite, HTML5, CSS3, JavaScript, Microsoft Excel, Google Analytics

PROJECTS

Full Stack Development: *Accountable Brands, Personal Project*

Dec 2023 – Present

- Designed and developed a wiki web app to aggregate evasive information about corporate abuses of power.
- Translated wireframes into responsive, reusable React components, including an auto-icon library for user-submitted content.

TypeScript, React.js, Next.js, Webpack, HTML5, CSS3, REST API, NPM, Git, Google Cloud, Figma

Experiential Storytelling: *Senior Capstone*, New York University, New York, NY

Apr 2023 – May 2023

- Researched and produced a documentary on animal intelligences, presented as an immersive video installation.

Adobe After Effects, Adobe Premiere Pro, TouchDesigner

UI/UX Design: *Sunrise Smart Home Prototype*, Academic Project

Jan 2023 – May 2023

- Independently designed a smart home automation app for iOS, achieving a 73% user-reported preference over current tools.
- Performed user research and testing to locate and measure the key product differentiators.

Figma, Adobe Illustrator

Motion Design: *Re:Fashion Show*, Office of Sustainability, New York University, New York, NY

Mar 2023 – Apr 2023

- Collaborated remotely with university & event teams to integrate motion graphics into a climate-forward fashion show.
- Programmed and operated a performance-ready cue system while adapting assets to last-minute updates.

QLab, Adobe After Effects, Adobe InDesign

ACTIVITIES

Volunteer: Horticulture, *Brooklyn Botanic Garden*

Mar 2024 – Present

Out in STEM, *New York University*

Sep 2022 – Nov 2023

All Asian Arts Alliance, *New York University*

Sep 2021 – May 2023

First Male Dancer: Varsity Dance Team, *Monta Vista High School*

Jun 2018 – Jun 2020

Volunteer: Giving Individuals Fabulous Theatre, *Local retirement homes & children's hospitals*

Jan 2018 – Jun 2020