

Yitong Zhang

UX UI Designer

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zhayitong.com

WORK EXPERIENCE

Designer - Young + Co

OCT 2016 - NOW

- Design interfaces for tech companies in the San Francisco bay area

Designer - Freelance

APR - AUG 2016

- Formulated and translated clients needs into web pages, pitch decks and emails

Designer & Co-founder - Hemingly

2014 - 2015

- Surfaced our customers' needs by conducting 200+ user interviews
- Wireframed and prototyped products based on customer data
- Designed and coded final high fidelity designs
- Pitched YCombinator and 500 startups, offered \$100k investment by the latter

Teaching assistant - McGill University

JAN - MAY 2014

- Explained academic concepts to students
- Conducted and coded research interviews

EDUCATION

McGill University - Bachelor of Commerce

2012 - 2015

- Graduated from undergrad business school with distinction
- Recipient of The Peter Johnson Startup prize & The Murdoch Family Initiative Award

MIT Global Founders' Skills Accelerator

MAY - SEPT 2015

- Received \$40k funding to attend MIT's startup accelerator for 3 months

SKILLS AND TOOLS

User Research

user interview
contextual inquiry
usability testing
card sorting

UI Design

typography
colour theory
negative space

Prototyping

InVision & Marvel
Principle
Keynote
Framer
Quartz composer

Coding

HTML
CSS
Sass
jQuery
Python