

Yitong Zhang  
UX UI Designer

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WORK EXPERIENCE

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**UX Designer - DESIGNATION** JUNE - AUGUST 2016

- Researched, prototyped and designed UI for a smart home app concept
- Designed the filtering and booking system of an apartment finder website
- Designed a mental health service web app for US veterans

**Designer - Freelance** APRIL - JUNE 2016

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

**Designer & Co-founder - Hemingly** MAY 2014 - NOV 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** JANUARY - MAY 2014

- Explained academic concepts as simply as possible to students
- Graded essays, exams and papers
- Conducted and coded research interviews

EDUCATION

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**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

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**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