

# Qing (Kiyo) Yang

Data-driven UX Designer

[LinkedIn](#) [UX Portfolio](#)

Email: [kiyoyangqing@gmail.com](mailto:kiyoyangqing@gmail.com)

## EXPERIENCE

### Center for Digital Experiences at Pratt | UX Designer & Researcher

Jan 2023 - Present, New York, US

- **Client: Edgemere farm:** Designed a responsive website from 0 to 1 to increase user awareness and strengthen community through trust-building, including reorganizing information architecture, showcasing impact, and leveraging social media integration.
- **Client: Knowunity:** Interviewed 5 active content creators and 5 regular users in Knowunity online learning community for teenagers, aiming to expand the pool of highly engaged creators and drive user growth.
- **Client: Montana Historical Society:** Performed web analytics to enhance navigation and content, optimized SEO for increased traffic, and analyzed social media for targeting younger demographics and non-local audiences.

### [How you use color](#) | UX designer

Aug 2023, US

- Launched a Figma plugin for UI designers to check color usage in a wireframe, which helped designers to meet 631 color principles quickly.

### LemonBox | UX Designer

Sponsored project | Aug 2022 - Oct 2022, Shanghai, China

- Designed a burden-free weight management mini app for 1M+ users, tailored for Chinese youth.
- Interviewed 14 users and unearthed deep insights revealing a demand for a weight management solution without requiring extra effort to change habits.

### Philips | UX & Service Designer

Sponsored project | Jan 2021 - Apr 2021, Singapore

- Conducted initial research and interviews to scope design for products and services catering to families of Alzheimer's patients, identifying pain points in balancing care for elderly patients and children.
- Researched negative perceptions of nursing homes, proposing a collaboration model between nursing homes and Alzheimer's families.
- Designed a mobile app to enhance communication in collaboration model.

## VOLUNTEERING

### Event Coordinator | UXRen

Nov 2023 - present, Remote, United States

- Have been managing communication channels and coordinating meet-up events and online webinars for the UXRen community with over 2500 members.

## EDUCATION

### Pratt Institute

Jan 2023 - Present, New York, US

MS. Information Experience Design

### National University of Singapore

Jun 2022, Singapore

Master of Architecture

## SKILLS

### Design

- Web Design
- Mobile Design
- Prototypes
- Wireframing
- Information Architecture
- Design System
- UI & Visual Design
- Video Editing
- Illustration

### Research

- User Recruitment
- Semi-structured Interview
- Usability Testing
- Unmoderated Remote User Testing
- Cognitive Walkthrough
- Heuristic Evaluation
- Survey
- Competitive analysis
- A/B Testing
- Web Analytics
- SEO
- Social Media Audit

### Tools

- Figma
- Miro
- Photoshop
- InDesign
- Illustrator
- Premiere
- Adobe CC
- Webflow
- Square space
- Google Analytics
- Supermetrics
- UserTesting.com
- Tableau

### Coding

- HTML
- CSS
- JavaScript
- SQL

## LANGUAGE

- English
- Mandarin
- Japanese