

Hongqian Mao


Summary

I am a New York City based UX designer with a digital marketing background. I strive to find the right solutions for clients by building transformative user experiences with diverse perspectives and a true understanding of real people.

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Skills

- User Research
- Branding
- Information Architecture
- Visual Design
- Wireframing
- Prototyping
- User Testing

Tools

- myBalsamiq
- Indesign
- Photoshop
- Illustrator
- Adobe XD
- Figma
- Invision
- UsabilityHub
- HTML5
- CSS3
- Javascript

Education

Zicklin School of
Business at
BARUCH COLLEGE, CUNY,
New York, NY
Magna Cum Laude BBA

Major:

Marketing

Minor:

Graphic Design

Language

Fluent in Mandarin

Experience

UX Designer At Bank of America

July 2018--Current, New York, NY

- Research and investigate current internal platform to identify underlining issues and understand user behavior and requirements.
- Plan information architecture to better translate user workflow.
- Create design system in order to ensure consistent visual patterns.
- Design wireframes and prototypes for usability testing.

Digital Marketing Coordinator At Ijeoma Consulting

July 2016--September 2017, New York, NY

- Conducted marketing research and consolidated all analyzed evidence into comprehensive reports, charts, and other marketing documents.
- Executed all visual design stages in crafting marketing materials such as *branding guide, business cards, info-graphic, digital mockups* for internal and client use.

Marketing Intern At Jetzy App (Travel Social Media)

Jan 2016--July 2016, New York, NY

- Collected data from potential users and present relevant findings to the lead user experience designer for future design improvements.
- Analyzed and distilled insights from multiple marketing campaign using Google Analytics.

Freelance Foreign Translator (Mandarin to English), NY1, New York, NY

Ensured communication quality between NY1 station and State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China.

Projects

Nova - Role: User Research, Branding, Visual Design, Testing

- Designed a conceptual cloud storage service web application that improves user experience with file management and collaboration.
- Conducted user testing to validate my design decisions and further improve.

BlocJam - Role: Front-end Development

Built a mini sound player using vanilla JavaScript and jQuery framework.