

# 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

## 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.
- Created wireframes and prototypes to stimulate interaction between user and the interface.
- 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.

### BusyBus - Role: Role: User Research, Visual Design, Front-end Development

Designed and developed a single paged android mobile application helps bus rider avoid confusion while encounter multiple bus lines at the same stop.

## Experience

### Digital Marketing Coordinator At Ijeoma Consulting

July 2016--September 2017, New York, NY

- Conducted marketing Research, analyze all evidence and consolidate them 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 our 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.