



YEQING KONG

CONTACT DETAILS

 ykong2@ncsu.edu

 919-345-0173

SKILLS

Design & Research

- Usability testing
- Contextual inquiry/Interview
- Survey
- Card sorting
- A/B testing
- Heuristic analysis
- Diary studies
- Personas
- Participatory design
- User journey mapping

Methodology

- User-centered design
- Design thinking
- Agile | Scrum

Design Tools

- InDesign
- Google Analytics
- Photoshop
- WordPress

ACADEMIC BACKGROUND

Ph.D. in Communication, Rhetoric, & Digital Media

North Carolina State University | 2017-2021 (expected)

M.A. in Language & Linguistics

Lancaster University, U.K. | 2014-2015

B.A. in English

Hunan University, P.R.China | 2010-2014

PROFESSIONAL EXPERIENCE

Graduate Research Assistant

NC State University | Spring 2020-present

- Project title: Developing intelligent technologies for workforce empowerment: Credential gap diagnostics and personalized recommenders for jobs and retraining, funded by NSF
- Assisted with data collection/analysis in a multidisciplinary team
- Conducted usability testing on the human-centered interface

Graduate Instructor

NC State University | Fall 2018-Fall 2019

- Taught undergraduate courses in designing usable and accessible documentation

UX PROJECTS

Content Analysis of Mobile Gaming Research Lab

NC State University | Spring 2018

- Performed a content audit, gap analysis, and competitor analysis of the lab's website
- Offered a comprehensive recommendation report on the website's usability, performance, & dynamism

vMLK Web Interface Usability Testing

NC State University | Fall 2019

- Conducted usability testing on the vMLK website
- Delivered a usability report, offering information about accessibility, navigability, searchability, & findability

FELLOWSHIPS & AWARDS

- Humanities, Arts, Science, & Technology Alliance & Collaboratory (HASTAC) Scholars, \$600, 2019-2021
- ACM SIGDOC Microsoft Student Research Competition 2nd Place Winner (Graduate Category), \$300, 2019
- ACM SIGDOC Microsoft Student Research Competition 3rd Place Winner (Graduate Category), \$250, 2018
- Provost's Doctoral Fellowship, \$20,000, 2017-2018
- University Graduate Fellowship, \$4,000, 2017-2018