

Marjorie Yang

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EDUCATION

New York University, Tisch School of the Arts <i>B.F.A in Interactive Media Arts Minor in Computer Science Minor in Environmental Studies</i> <ul style="list-style-type: none">GPA: 3.77/4.00 Dean's List for FA20 *This Is Not A Drill* Research GrantCourses: UX Design, Front-end Web, Assistive Technology Design, XR Design & Development, Intro to Full-Stack Web	09/2020 – 12/2023 New York, NY
Dulwich College Beijing <i>International Baccalaureate Diploma 39/45</i> <ul style="list-style-type: none">Pearson GCSE Highest Mark in China for Art & Design Community Prefect Graeme Salte Award for Innovation	01/2011 – 05/2020 Beijing, China

PROFESSIONAL EXPERIENCE

Covid-19 Impact Project, New York University <i>Web Designer and Developer (Part-time)</i> <ul style="list-style-type: none">Conducted UX research on the current site to specify readability issues; analyzed WordPress data statistics that identified:<ul style="list-style-type: none">Unstable and most recently decreasing user activity of 86.9% from October to December44.7% of total views were on the landing page, despite the 15 total pages available – showing a high bounce ratePlanned appropriate redesign using wireframes, sitemaps, and prototypes built on FigmaWorked with content and media asset producers to build the redesigned site using WordPress and theme customization	10/2022 – Present New York, NY
Interactive Telecommunications Department, New York University <i>Networks Assistant (Part-time)</i> <ul style="list-style-type: none">Worked with the SiteSeers team to design and develop 2 website projects for the ITP Department; prepared & managed content assets consisting of 200+ posts on WordPress and contributed to design drafts & critiquesConducted UX research via 30+ in-person interviews & online surveys for a student social media application that facilitated final design decisions	03/2022 – 12/2022 New York, NY
Rising (Immersive Game Installation), NYU Research Grant <i>Environmental Researcher, Game Designer & Game Developer</i> <ul style="list-style-type: none">Directed & facilitated the ideation and research phase in early-stage weekly meetings; conducted secondary research on global sea level rise data and correlating factorsDesigned & developed game interactivity using Unity, Adobe Mixamo, Python, and Arduino UnoSet up the installation in NYU's Bobst Library for the *This Is Not A Drill* exhibition for Fall 2022Spoke at the Design for Adaptation Cumulus Detroit Conference 2022 about key finding and the development process	06/2022 – 10/2022 New York, NY
Hengdu Law Firm <i>Graphic Design Intern</i> <ul style="list-style-type: none">Facilitated the marketing team by working directly under the head Graphic Designer; designed print materials used for conventions in the US; designed logos & corresponding merchandise packaging for a potential company rebrandAssisted the International Relations team with translating marketing materials from Chinese to English	07/2019 – 08/2019 Beijing, China

LEADERSHIP & COMMUNITY INVOLVEMENT

Freelance Graphic Design for Students <i>Freelance Graphic Designer</i> <ul style="list-style-type: none">Designed logos, fonts, graphic stills, and posters for 3 short films using Procreate, Adobe Illustrator, Photoshop, and FontselfFacilitated one-on-one meetings with clients to discuss their initial wants and needs, and feedback for drafts	03/2022 – Present New York, NY
Guangai Hope Project <i>Co-Founder</i> <ul style="list-style-type: none">Co-led 30 high school students in visiting and teaching in the understaffed Guangai Elementary SchoolOrganized transportation weekly and maintained consistent communication with the school to facilitate visits	08/2018 – 05/2019 Beijing, China

ADDITIONAL INFORMATION

Design: User Research, User Stories, Visual Design, Graphic Design, Interface Design, Wireframing, Usability Design
Software: Figma, Sketch, Adobe Creative Suite, Unity, Microsoft Office Suite, VS Code, Processing, Eclipse, GitHub, WordPress
Coding: JavaScript, CSS, HTML, C# (Unity), jQuery, NodeJS, p5.js, Python, Java
Interests: Design, Drawing, Painting, Creative Coding, Chess, Billiards, Nature Exploration, Yoga, Café Hopping
Languages: Fluent in English and Chinese (Mandarin)