Marjorie Yang

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EDUCATION

New York University, Tisch School of the Arts   09/2020 – 12/2023
B.F.A in Interactive Media Arts | Minor in Computer Science | Minor in Environmental Studies   *New York, NY*
- **GPA:** 3.77/4.00 | Dean's List for FA20 | *This Is Not A Drill* Research Grant
- **Courses:** UX Design, Front-end Web, Assistive Technology Design, XR Design & Development, Intro to Full-Stack Web

Dulwich College Beijing   01/2011 – 05/2020
International Baccalaureate Diploma 39/45   *Beijing, China*
- Pearson GCSE Highest Mark in China for Art & Design | Community Prefect | Graeme Salte Award for Innovation

PROFESSIONAL EXPERIENCE

Covid-19 Impact Project, New York University   10/2022 – Present
Web Designer and Developer   *New York, NY*
- Conducted a UX audit on the current site to specify readability issues; analyzed WordPress data statistics that identified:
  - Unstable and most recently decreasing user activity of 86.9% from October to December
  - 44.7% of total views were on the landing page, despite the 15 total pages available – showing a high bounce rate
- Planned appropriate redesign using wireframes, sitemaps, and prototypes built on Figma
- Worked with content and media asset producers to build the redesigned site using WordPress and theme customization

Interactive Telecommunications Department, New York University   03/2022 – 12/2022
Networks Assistant   *New York, NY*
- 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 & critiques
- Conducted UX research via 30+ in-person interviews & online surveys for a student social media application that facilitated final design decisions

***Rising* (Immersive Game Installation), NYU Research Grant**   06/2022 – 10/2022
Environmental Researcher, Game Designer & Game Developer   *New York, NY*
- Directed & facilitated the ideation and research phase in early-stage weekly meetings; conducted secondary research on global sea level rise data and correlating factors
- Designed & developed game interactivity using Unity, Adobe Mixamo, Python, and Arduino Uno
- Set up the installation in NYU's Bobst Library for the *This Is Not A Drill* exhibition for Fall 2022
- Spoke at the Design for Adaptation Cumulus Detroit Conference 2022 about key finding and the development process

Hengdu Law Firm   07/2019 – 08/2019
Graphic Design Intern   *Beijing, China*
- 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 rebrand
- Assisted the International Relations team with translating marketing materials from Chinese to English

LEADERSHIP & COMMUNITY INVOLVEMENT

Freelance Graphic Design for Students   03/2022 – Present
Freelance Graphic Designer   *New York, NY*
- Designed logos, fonts, graphic stills, and posters for 3 short films using Procreate, Adobe Illustrator, Photoshop, and Fontself
- Facilitated one-on-one meetings with clients to discuss their initial wants and needs, and feedback for drafts

Guangai Hope Project   08/2018 – 05/2019
Co-Founder   *Beijing, China*
- Co-led 30 high school students in visiting and teaching in the understaffed Guangai Elementary School
- Organized transportation weekly and maintained consistent communication with the school to facilitate visits

ADDITIONAL INFORMATION

Design: Product Thinking, User Research, User Stories, Visual Design, Interface Design, Wireframing, Front-end Development
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)