

Cate Wang

(845) 800-6577
zhuo.wang@tc.columbia.edu
www.columbia.edu/~zw2282/

EDUCATION

MA in Instructional Technology and Media

Columbia University
2014-2016

GPA: 4.0/4.0

Researched, analyzed and designed digital products based on behavioral, cognitive, and social psychology theories

BA in Economics with Honors

Shandong Economic University
2005-2009

GPA: 3.6/4.0

Outstanding Academic Achievement Scholarship

SKILLS

Development Skills

HTML5 CSS3
Javascript jQuery
Processing Arduino

Design Tools

Photoshop Illustrator
InDesign Sketch
Dreamweaver myBalsamiq

UX Methods

Information Architecture
Survey Design & Analysis
Wireframing
Interface Mockups
Usability Testing

Language

English Chinese

WORK EXPERIENCE

Motivate Design

UX Research Intern 2015-Present

- Designed surveys, analysed data, and conducted contextual interviews on people's travel experiences for an internal product development project
- Conducted usability testing on web and mobile apps for clients in banking and social media industries

YLE (Finnish Broadcasting Company)

Researcher 2011-2014

- Researched and produced 200 different news stories and short documentaries in China covering key political, economical, and social issues
- Researched different aspects of story ideas, obtained critical information through interviews and evaluated feasibility of production

Tencent Inc.

Web Content Editor 2009-2010

- Designed web-based multi-media reports includes news, photos, videos, polling, and interactive content
- Provided support in planning and implementation of various multi-media reports

PROJECTS

Exhibits+

Conducted user research, developed user interface and user experience for museum education, designed and developed mockups based on user feedback.

Media Bias

Identified user needs, designed user interface and user experience for a website focused on media bias awareness.

Evolution!

Applied cognitive theory in building a simulation prototype teaching key principles of evolution.

A Path to Gender Equality

Designed the game mechanics and game aesthetic to raise players' awareness of gender equality, developed different versions of prototype through multiple user tests.

Cogmos

Conducted user research and user acquisition for a web app focused on building communities through sharing stories.