

# Cate Wang

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## 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
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## WORK EXPERIENCE

### Motivate Design

UX Research Intern 2015-2016

- Designed surveys, analyzed data, and conducted contextual interviews on people's travel experience for an internal product development project
- Planned and executed a test for a new research methodology for millennials
- Helped in preparing material and running usability test sessions on web and mobile apps for clients in financial services and social media industries
- Helped in planning user interviews, analyzing qualitative data and preparing personas and reports for an online publishing client

### 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.