

Zhuo (Cate) Wang

UX designer with deep understanding of user research

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WORK EXPERIENCE

UX Designer

Atos
Princeton, NJ
Nov 2016 - Present

Global technology consulting firm with \$13B in annual revenue

- Led end-to-end design for OneSource and OneContact - cross-platform apps for Atos' clients that provide dashboards of Atos' services and help them reach Atos help-desk via multiple channels; rolled out to 30+ Fortune 500 clients
- Designed UI and UX for multiple mobile & web products from low-fi wireframes to hi-fi prototypes
- Worked with account teams to gather feedback from clients for existing functionalities and make design improvements based on user input
- Worked closely with product managers and developers in fulfilling design requirements with deep understanding of technical constraints, business goals and company resources

UX Designer

RedString
New York, NY
Aug 2016 - Nov 2016

Startup that helps people play matchmaker to their single friends

- Redesigned mobile experience through research, ideation and prototyping
- Conducted competitive analysis to define the market positioning of the app
- Conducted usability tests and user interviews and extracted insights via analysis
- Provided feature suggestions based on research insights and created wireframes and hi-fi prototypes with Sketch

UX Design Intern

Motivate Design
New York, NY
Sep 2015 - May 2016

Boutique design agency serving social media, financial services and other clients

- Partnered in planning user interviews, analyzing qualitative data and preparing personas and reports for online publisher Refinery29
- Observed and recorded usability test sessions on web and mobile apps for multiple clients including E-Trade and Tumblr
- Partnered with senior UX researchers to conceptualize and test new research methodology for millennials; developed methodology guide, analyzed user responses and created report for CEO
- Designed surveys, analyzed data and conducted contextual interviews on people's travel experience for internal product development

Producer / Researcher

YLE China Bureau
Beijing, China
Mar 2011 - May 2014

National broadcasting channel with highest rating in Finland

- Researched and produced 200 news stories and short documentaries covering key political, economic, and social issues in China
- Developed interview strategies and questions, obtained critical information through interviews, evaluated feasibility and overcame production obstacles

Web Content Editor

Tencent Inc
Beijing, China
Dec 2009 - Oct 2010

Biggest news portal in China with 250 million daily active users

- Designed web-based multimedia reports including news, photos, videos, polling and other interactive content
- Collaborated with senior editors in topic selection, interviews, content update and layout design

EDUCATION

MA in Instructional Technology and Media

Columbia University
Sep 2014 - May 2016

BA in Economics with Honors

Shandong University of Finance and Economics
Sep 2005 - Jun 2009

SKILLS

Design Tools

Sketch InDesign
Photoshop Illustrator
Axure InVision

UX Methods

Information Architecture
Focus Group
Wireframing
Interactive Prototyping

Development Skills

HTML5 CSS3
Javascript jQuery
Processing.js Arduino

Survey Design & Analysis
Competitor Analysis
Interface Mockups
Usability Testing