Cate Wang

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A UX designer with deep understanding of user research

EDUCATION

Columbia University

MA in Instructional Tech and Media
GPA: 4.0   *May 2016*

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

Shandong Economic University

BA in Economics with Honors
GPA: 3.6   *June 2009*

Outstanding Academic Achievement Scholarship

SKILLS

Design Tools

Photoshop   Illustrator

InDesign   Sketch

Dreamweaver   Balsamiq

Development Skills

HTML5   CSS3

Javascript   jQuery

Processing   Arduino

UX Methods

Information Architecture

Survey Design & Analysis

Focus Group

Competitor Analysis

Wireframing

Interface Mockups

Interactive Prototyping

Usability Testing

Heuristic Evaluations

Language

English   Mandarin

WORK EXPERIENCE

Motivate Design, New York

UX Research and Design Intern   *2015-2016*
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 ETrade and Tumblr
- Partnered with senior UX researchers to conceptualize and test new research methodology for millennials; generated methodology guide, analyzed user responses and produced report for CEO
- Designed surveys, analyzed data and conducted contextual interviews on travel experience for internal product development

YLE China Bureau, Beijing

Producer/Researcher   *2011-2014*
National broadcasting channel with the 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 production feasibility and overcame production obstacles
- Collaborated with Finnish journalists on news reporting in China

Tencent Inc, Beijing

Web Content Editor   *2009-2010*
Biggest news portal in China with 250 million daily active users

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

PROJECTS

Exhibit+

Created wireframes and mockups to test and refine user interface for a museum education website; developed the website utilizing HTML, CSS and Javascript

A Path to Gender Equality

Assumed product manager role in four-person team designing game to raise awareness of gender equality; designed game mechanics and game aesthetics; developed three prototype versions based on multiple user tests

Evolution!

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

Media Bias

Identified user needs, designed and developed a website teaching media bias

To see more projects, visit www.catewang.com