Zhuo (Cate) Wang

A UX designer with deep understanding of user research

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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

Atos   *Princeton, NJ*

UX Designer   *Current*
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 generate design improvements based on user input
- Worked closely with product owner, project manager and developers in fulfilling design requirements with deep understanding of technical constraints, business goals and company resources

RedString   *New York, NY*

UX Designer - Freelance Consultant   *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 interviews and extracted insights via analysis
- Provided feature suggestions based on research insights and created wireframes and high-fi prototypes with Sketch

Motivate Design   *New York, NY*

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, China*

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 feasibility and overcame production obstacles

Tencent Inc   *Beijing, China*

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

To see past projects, visit www.catewang.com