Yulong Zhang (Albert)

UX Designer

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Experience

AgWise
Jun. 2024 - Dec. 2024

Founding UX Designer
- Founding UX Designer of an AI-driven commodity trading platform, covering branding, strategy, UX, UI, website design.
- Wrote UX documentation for developers to build the product (launching soon).
- Led the redesign and animation of AgWise's website features, now live.

ARK Design, Volkswagen Group
Jul. 2021 - Jun. 2023

UX Designer II
- Won Top 10 Commercial Design in China (2023) for AR glasses system design. Product is now used by 1000+ factories.
- Helped client increase sales by 229% compared to last year.
- Led user research for 6 projects using Human-Centered Design methods, conducted 30+ qualitative interviews to find user needs and insights.
- Developed 7+ UX frameworks and detailed UX flows, iterated based on prototype and user testing.
- Wrote comprehensive UX documentation and coordinated with client developers, resulting in successful implementation across 5 projects.
- Created 2D/3D motion independently to promote project features and increase stakeholder engagement.
- Earned positive client feedback from Volkswagen, Audi, NuSkin, the Renault-Nissan-Mitsubishi Alliance, Laiyifen, HiAR, and Ping An Insurance.

IDEO
Apr. - Jun. 2021

Freelance UX Designer
- Designed a holiday park focused on self-care experiences for middle-aged people, working closely with researchers and designers.
- Led presentations to company executives, showing design ideas through immersive experiences.

Nov. 2020 - Feb. 2021

Young Talent Program
- Conducted qualitative user research, analyzed user needs.
- Independently designed product concepts, including sketching, modeling and rendering.
- Assisted staff designer in presenting ideas to company executives.
- Product won Red Dot Design Award, Good Design Award, and IDEA Award.

AKQA
Jun. - Aug. 2020

Research Intern
- Assisted manager in quantitative research and desktop research.
- Prepared clear reports for clients, including Apple, Armani, and Lincoln.

Education

Master of Design in design for interactions
Carnegie Mellon University
Pittsburgh, PA, US
Aug. 2023 - May 2025
GPA 3.96/4.0

B.E. Industrial design
Tongji University
Shanghai, China
Sept. 2017- Jul. 2021
GPA 4.5/5.0

Skills

For Research
Competitor Analysis, User Interviews, Holding Workshop, Product Strategy, Usability Testing

For Design
Wire-Framing & Mock-Ups, Visual Design, User Experience Design, User Interface Design, Motion Design, Advanced Prototyping, Design System, 3D Modeling & Rendering, Illustration

Tools
Figma, Sketch, Blender, ProtoPie, Framer, After Effects, Photoshop, Illustrator, Premiere Pro, Ableton Live, Logic Pro, Arduino

Awards

Core 77 Design Awards 2024 I Student Winner

Indigo Awards 2024 I Gold Winner

NY Product Design Award I Silver Winner

Muse Creative Awards 2024 I Silver Winner

Reddot 2020 I Design Concept Award

Dyson Design Award 2019 I Global Top 20

A' Design Award 2020 I Silver Award