

YUE ZHANG

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<https://yuez-designer.github.io/>

Education

PARSONS SCHOOL OF DESIGN _New York, NY

Expected 05 / 2020

MFA Design + Technology (STEM) GPA 3.84 / 4.00

COMMUNICATION UNIVERSITY OF CHINA _Beijing, China

09 / 2014 - 06 / 2018

BFA Digital Media Arts GPA 3.65 / 4.00

Skills & Interests

DESIGNER

UX Design: Sketch / AI / PS
Motion Graphics: AE
Game & Play Design

CREATIVE TECHNOLOGIST

p5.js / HTML / CSS / JS / Swift 5
Unity / VR / Projection Mapping
Physical Computing

MAKER

Interactive Installations
Rapid Prototyping
Computational Crafts

Internships

UX DESIGN INTERN _Alibaba Group, Shanghai, China

06 / 2019 - 08 / 2019

- Optimized accessibility of the food delivery app for people with disabilities.
- Investigated problems, made journey maps, and formulated UX principles.
- Gave a formal presentation about the concept and importance of Inclusive Design.

INTERACTION DESIGN INTERN _Adjacent Technologies, Beijing, China

12 / 2017 - 02 / 2018

- Took charge of the UX design for an education mobile app.
- Collaborated with 3D modeler to create actions for Artificial Intelligence model.

Related Experience

EXPERIENCE DESIGNER _Open Style Lab, New York, US

09 / 2018 - 12 / 2018

- Consulted with industrial and fashion designers to create wearable products for clients.
- Utilized experience design methods to make decisions, such as card sorts and user journey maps.

PRODUCT DESIGNER _AZA Choir, Beijing, China

03 / 2017 - 06 / 2017

- Co-designed and developed an interactive musical picture book with school choir using p5.js.
- Designed the album cover and magazine for their album, which they donated all the profits for children to learn music in impoverished areas.

INTERACTION DESIGNER _CDM, Vancouver, Canada

06 / 2016 - 08 / 2016

- Produced the project VR museum in the summer program at CDM in Vancouver.
- Acted the roles of group leader, designer and 3D modeller.

Awards

The First Prize of the 3rd China Internet Plus University Student Innovation Competition, 2017

The Second Class Scholarship of Communication University of China, 2015 & 2016

The Bronze Medal of the First Beijing University Student Digital Media Design Competition, 2015