

# YUE ZHANG

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## Education

**PARSONS SCHOOL OF DESIGN** \_New York, NY Expected 05 / 2020  
MFA Design + Technology 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 / Processing  
Unity / VR / Projection Mapping  
Physical Computing

### MAKER

Interactive Installations  
Rapid Prototyping  
Computational Crafts

## School Projects

**THESIS: UNRELIABLE MAP** play design, physical computing, app development 09 / 2019 - Present  
// For my thesis, I'm designing and developing a playful experience that can help international students to build place attachment to the megacities they live in, such as NYC.

**FAN CHICKEN WARRIOR** game design, physical computing 11 / 2019 - 12 / 2019  
// Using fans and body movements as game controllers, we made an immersive endless running game.

**EXPERIENCE DESIGNER** experience design, product design 09 / 2018 - 12 / 2018  
// Collaborate with industrial and fashion designers to create products for people with disability in the Open Style Lab project. I used experience design methods to help make important design decisions, such as card sorts and user journey map.

## Internships

**UX DESIGN INTERN** \_Alibaba Group, Shanghai, China 06 / 2019 - 08 / 2019  
// Optimize accessibility of the food delivery app for a larger amount of people, including investigating problems, making journey maps, and formulating UX norms. Present the concept of Inclusive Design.

**UX DESIGN INTERN** \_Adjacent Technologies, Beijing, China 12 / 2017 - 02 / 2018  
// Take in charge of the UX design for an education mobile app. Collaborate with 3D modeler to design actions for Artificial Intelligence model.

## 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