

# Yanyi Wang

**Portfolio:** <https://www.yanyi-wang.com/>

## Professional Summary

A highly motivated and results-driven UX researcher and designer with 2 more working experiences in creating intuitive, user-centered designs for digital products. Adept at conducting user research, testing, and analyzing data to inform design decisions. Proven ability to collaborate with cross-functional teams, including product managers, developers, and stakeholders, to ensure a seamless user experience. Passionate about using design to solve complex problems and improve the lives of users.

## Work Experience

**Product Manager Assistant & Editor—China Global Television Network(CGTN), Beijing**  
01/2017–02/2020

- Took charge of a preliminary investigation for the design of the CGTN APP. Proposed suggestions of iteration based on the investigation.
- Responsible for data operation of the APP. Collected data on daily views, hits, Daily Active Users, Monthly Active Users, etc. from third-party platforms to analyze and offer feedback.
- Explored hot issues, wrote insightful long articles and pictorial news, and published them on various social media.
- Researched the background of news projects, interviewed people concerned, and wrote news reports.
- Edited videos on Final Cut Pro and present news story in different forms.

**Product Manager Assistant—ByteDance, Beijing**  
05/2016–01/2017

- Benchmarked overseas competitor BoomTown. Investigated and evaluated customers' needs. Designed prototypes of product sections on Axure and wrote PRD. Collaborated with UI designers in developing and testing product functions.
- Helped track bugs after the launch of the product Chime. Collected feedback and revised logic steps in product design.
- Regularly evaluated the product, proposed functional optimization schemes, and took measures to lift user experience.
- Formulated workflow within the team to increase the efficiency of customer relationship management.

**Marketing Research Intern—The MIT Press, Cambridge, MA**  
09/2015–02/2016

- Took part in all the affairs in Marketing Department and Sales Department. Put forward creative ideas and cooperated with the team to finish investigations on target markets.
- Assisted department director in researching business books and built contact with clients to expand creative marketing.
- Took charge of customer satisfaction surveys. Gained information on price changes and ranks of books on Amazon.

**Newspaper designer Intern—Daily Iowan TV, Iowa city, IA**  
01/2012-05/2014

- Created textual representations of news as specified by editorial guidelines with InDesign Software.
- Edited images and modified characteristics creating best use of space in relation to story with Illustrator.
- Participated in meetings twice a week to discuss page designs and best practices to improve circulation and conveyance of message.

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## Software

- Figma
- Adobe Illustrator
- Webflow
- HTML+CSS
- Arduino+Processing
- P5js
- Blender
- Unity

## Skills

- User research
- Usability Testing
- Wireframe
- Raoid Prototyping
- Product Requirement
- Documentation

## Eductaion

**Art Center College of Design**  
Pasadena, CA  
Master - Media Design Practices  
GPA:3.85/4.00  
09/2021–Now

**Emerson College**  
Boston, MA  
Master - Global Marketing Commu-  
nication & Advertising  
09/2014–12/2015

**The University of Iowa**  
Iowa City, IA  
Bachelor - Communication Studies  
01/2011–05/2014

## Google UX Certification

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma