Yanyi Wang

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EDUCATION

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

Emerson College, Boston, MA   **09/2014–12/2015**
Master of Arts in Global Marketing Communication & Advertising

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

SKILLS

- **Software**: Premiere Pro | Illustrator | Figma | Sketch | Procreate | HTML+CSS | Arduino+ Processing | P5js | Mozilla | Axure RP | TouchDesigner
- **Language:** English (Proficient) | Mandarin (Native)
- **UI/UX Design**: User Research| Usability Testing | Wireframe | Mobile | Rapid Prototyping | Product Requirement Documentation
- **Graphic Design:** Logo & Icon Design | Illustration | Infographics
- **Others**：Photography | News Editor | Digital marketing & Communication

UX/UI PROJECTS

I-Closet   **03/2020-06/2020**
- A solution for an organized process of the wardrobe and daily outfits. The wardrobe layout and smart statics can help users organize their closets more easily.

Plastic Calculator   **07/2020-09/2020**
- A solution to plastic pollution that allows users to calculate their plastic use via a delivery app or supermarket app to see how much their habits make a good or bad effect on plastic pollution, which aims to increase users' awareness of reducing single-use plastic to protect the environment.

Carmoji   **01/2022-03/2022**
- A solution for reducing road rage. This is a team project in which we design an app (Carmoji) and a product (projection) to support drivers who could communicate with each other to convey their emotions, express their intentions, and even apologize for doing something wrong.

WORK EXPERIENCE

Social Media Operation & Editor, China Global Television Network (CGTN), Beijing   **07/2018–02/2020**
- 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. Tried to present news in different forms.

Product Operation, New Media Dept., China Global Television Network（CGTN), Beijing   **01/2017–07/2018**
- 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.

Product Operation, American Real Estate Team (Chime), 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 Assistant, 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.