

# Yitong Zhang

## Product Designer

[www.yitong.me](http://www.yitong.me)

linzhizyt@gmail.com

215-316-4688

## EDUCATION

### University of Pennsylvania

MS in Learning Science  
Learning Product Design  
2019 - 2021

### UX Bootcamp

2019 - 2020

### Tsinghua University

BA in Art History

### Hong Kong University

Exchange Program: Fine Art

## SKILLS

Sketching	User Research
Wireframing	Survey Design
Storyboarding	Affinity Diagrams
Prototyping	Usability Testing
Visual Design	Heuristic Evaluation
Mobile Design	
Web Design	HTML / CSS

## TOOLS

Sketch	Invision
Figma	Principle
Adobe XD	Illustrator
Balsamiq	Photoshop

## EXPERIENCE

### Associate Product Designer | Loop Apr 2021 - Present

- Designed and iterated a consumer-facing app to improve users’ mental wellbeing.
- Redesigned onboarding, pre-service, on-service, and post-service experiences to escalate growth and engagement.
- Taked a design to the finish line by applying visual polish to each pixel.
- Created documentation that provides guidance to engineers to implement design solutions.
- Took full responsibility of QA phase to guarantee the overall UX/UI experience.
- Collaborated with designers, engineers, PM, and mental health experts to ideate solutions to customer and business problems.

### UI/UX Intern | Nanda Home Sept 2020 - Feb 2021

- Increased the engagement and sales of Clocky E-commerce website and improved the overall UX/UI experience.
- Closely collaborated with the CEO and web developer on the design iteration.
- Led the design to optimize the navigation, shopping page, product page, review page, affiliate program page, and about us page.
- Designed multiple features from concept to launch for worldwide customers. Increased the Time-on-Site by 67%, improved the page view by 250%.
- Initiated the design guideline to specify core UX, visual, and interaction elements.

### Product Designer | Freelance Nov 2019 - Jul 2020

#### Niudun100 App Store - Redesign the community Apr 2020 - Jun 2020

- Solved the problem of user engagement and improved the retention rate for Niudun100.
- Partnered with PM to conduct the usability test by setting up success metrics, making user tasks, and analyzing insights.
- Led the full life-circle of the community feature, conducted user research, strategic tradeoffs, and design iterations.
- The project was shipped in Nov 2020.

#### T3 - Build up safety in carsharing services Dec 2019 - Jan 2020

- Differentiate T3’s car-hailing service by solving the safety problem strategically. Improved the overall user experience.
- Owned the end-to-end design process for building up safety in T3’s car-hailing experience, including user research, ideation, interaction design, and usability test.
- Led the design execution, gave the pixel-perfect design that can reach 3.2 million users.
- Closely collaborated with the product team and received high evaluation from the client.

### Learning Experience Consultant | MicroPBL May 2019 - Jul 2019

- Worked with the product lead to create user journeys, process flows and gamification strategies for an online project-based learning platform based on learners’ behaviors.