

YITONG ZHANG

Product Designer

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215-316-4688

EDUCATION

University of Pennsylvania

MS in Learning Sciences

Concentration: Learning media design

2019 - 2021

Tsinghua University

BA in Art History

2015 - 2019

Hong Kong University

Exchange Program: Fine Art

2018

SKILLS

Design & Research

Sketching / Wireframing / Prototyping

Visual Design / Mobile Design

Web Design / Storyboarding

User Research / Survey Design

Affinity Diagrams / Usability Testing

Heuristic Evaluation

Tools

Sketch / Figma / Adobe XD

Balsamiq / Invision / Principle

Illustrator / Photoshop / Webflow

HTML / CSS

EXPERIENCE

Product Designer | Loop Apr 2021 - Present

Loop is a consumer-facing app that aims to improve users' mental wellbeing.

- Worked cross-functionally to deliver 15+ design projects to improve onboarding, notification, live session, and post-service experiences.
- Designed and launched the new skill training program that escalated live session attendance from 21% to 70%.
- Collaborated with researchers to synthesize research data and led concept explorations that guided future design.
- Created hand-off documentation for engineers and took full responsibility for the design QA to improve the quality of design implementation.
- Supported the marketing team by generating visual assets for branding.

UI/UX Intern | Clocky Sept 2020 - Feb 2021

- Closely worked with the CEO to define problems and inform decisions for shopping experience on Clocky E-commerce website.
- Created low and high-fidelity visuals for desktop and mobile views.
- Collaborated with developers and CEO to ship designs for 6+ features on home page, shopping page, and product page. Improved the conversion rate by 46%.

Product Designer | Freelance May 2019 - Jul 2020

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

Niudun100 is a mobile platform to download global apps.

- Designed the in-app UGC community from 0 to 1. Led user research, design explorations, strategic tradeoffs, and design iterations.
- Measured app usability by setting up success metrics, designing user tasks, analyzing findings, and exploring opportunities.
- The project was launched in Nov 2020, which improved DUV and DAU.

T3 - Build up safety in car-sharing services Dec 2019 - Jan 2020

- Designed safety-focused experiences for 3.2 million Riders.
- Conducted in-depth interviews with 4 participants that lead to informative insights.
- Owned the end-to-end design for building up 3 new safety features. Conducted usability tests to validate design solutions.
- Pitched the project to the product team and received positive feedback from the client. The solutions were added to the team's roadmap.

MicroPBL - Online project-based learning platform May 2019 - Jul 2019

- Conducted wireframing and rapid prototyping to build a web-based online learning platform for high school students.