Yitao Wang
UX/UI Designer

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I care about designing for good and happy future. I'm passionate about translating user needs into simple and delightful products that solve problems.

Experience

UX/UI Designer, Nov. 2016 - Present
TED Conferences

Projects: TED Masterclass app and website. TED app on Apple TV, iOS and Android.

- Prioritize product roadmap and set measurable goals.
- Plan and conduct user research and usability testing to understand our international audiences speaking over 110 languages.
- Bring design from concept to final deliverables through rapid iterations with various design tools including Figma, Sketch, Invision, Framer.
- Analyze and inform by the user data from GA and customer support to close the feedback loop.
- Collaborate with cross-functional teams.

Product Manager Intern, Nov. 2014 - Mar. 2015
Hong Kong Yanboon Human Capital Investment Group

- Managed the development process of an internal employee training module in a B2B application on web and mobile.
- Identified requirements, composed functional specs and designed interactive wireframes.
- Prioritized tasks and successfully launched the module on time.

Education

Master of Human-Computer Interaction and Design
University of Washington, Sept. 2015 - Aug. 2016

B.S, Information Management and Information System
Sun Yat-sen University, Sept. 2011 - June 2015

Recent Project

TED Masterclass app | TED

Led the research and design of the TED Masterclass app. Strategized and prioritized feature roadmap for product and business needs. Helped increase the product conversion rate in 10 global markets by 18 times.

Skills

User Research:
Interview, Survey, Focus group, Usability testing

UX Design:
Rapid prototyping, Wireframing, Motion design, 3D prototyping

Visual Design:
User interfaces, Design system, Logo

Video:
Video editing, Video prototyping

Data:
Data visualization, Data analysis

Tools

Visual Design:
Figma, Sketch, Illustrator, Photoshop, InDesign

Interactions:
Protopie, Framer, InVision, Principle, After Effects, Axure, Flinto

Video Editing:
Premiere

3D Design:
Rhino, Laser Cutting, 3D Printing

Data Analysis:
Google analytics, SPSS, Tableau

Programming

HTML/CSS, Javascript

JAVA, C++

SQL