

Yitao Wang

Sr. Product Designer

5 years of experience in designing mobile and web products for international communities speaking over 100 languages. I love collaborating with high performance teams and leading the design from start to finish.

Experience

TED Conferences | New York, NY

- **Senior Product Designer** (1/2021 - Present)
- **Product Designer** (3/2017 - 12/2020)
- **Product Designer Intern** (12/2016 - 2/2017)

Responsible for TED Masterclass app (B2B, B2C, Admin), and TED app (iOS, Android, and Apple TV).

- Promoted for outstanding design contributions to a wide range of TED products.
- Shipped and iterated design across platforms (mobile, web, email), maintaining 4.4 and above ratings in App Store.
- Led and democratized user research practice for TED Masterclass. One research contributed to a total 18x increase in purchase conversion rate in 10 global markets.
- Led a TED international audience study on users representing 13 languages.
- Transformed TED Masterclass B2B design into B2C, bringing over \$20K quarterly revenue.
- Product managed and designed a personalization feature on TED Apple TV app, resulting in a 78% increase in login rate.
- Contributed to product roadmaps and OKRs in cross-functional teams.

HK Yanboon Human Capital Group | Guangzhou, China

- **Product Manager Intern** (11/2014 - 3/2015)

- Managed the development process of an internal employee training module of a B2B app on web and mobile. Successfully launched the module on time.
- Prioritized requirements and composed product requirement documents. Designed corresponding interactive wireframes.

Education

Master of Human-Computer Interaction and Design

University of Washington (9/2015 - 8/2016)

B.S, Information Management and Information System

Sun Yat-sen University (9/2011 - 6/2015)

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Skills

User Research

Planning, Interview, Survey, Card Sorting, Synthesis, Usability Testing

UX Design

User Journey, Persona, Wireframing, Rapid Prototyping, 3D Prototyping

UI Design

Design System, UI, Motion Design, Logo

Video

Video editing, Video prototyping

Data

Data Visualization, Data Analysis

Tools

Design

Figma, Sketch, Illustrator, Photoshop

Interactions

Protopie, Framer, InVision, Principle, After Effects, Flinto

Video Editing

Premiere

3D Design

Rhino, Laser Cutting, 3D Printing

Data Analysis

Google Analytics, SPSS, Tableau

Programming

HTML, CSS, React Javascript

JAVA, C++

SQL