

Zhihan (Sylvia) Wang

Data, creativity, and storytelling driven **T-shaped** product designer
5+ cross-industry design experience

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Experience

User Experience Designer

HELP by AMG - Nonprofit organization serving youth

May 2023 - Jul 2023 Suffolk, MA, US

- Conducted **10+ interviews** and completed card sorting of **over 30 cards with each interviewer**. The interviews and results were presented in written form and received high praise.
- Based on market research and user needs, **2 different website design plans** were provided. The design was reported in the form of a presentation and was highly recognized.

Web Designer (Team Leader)

ARV | Art Rendez-Vous

Jan 2022 - Mar 2022 Boston, MA, US

- Led a **7-person design team** to conduct market prospect research and competitor analysis to assess online art market potential and unmet customer needs.
- Designed **10+ visual data charts** of art market research results, generated **15+ high-fidelity back-end management system interfaces** and received good feedback from artists.

Visual Communication Designer

Sina Weibo & Xiaohongshu

Feb 2020 - Present Boston, MA, US

- Published **300+ original digital art works**, covering illustrations, animations, fonts, and layouts. Enhanced visual communication of personal brands.
- Obtained Weibo design aesthetic certification blogger, with **7k+** fans and **21k+** content likes and collections.

Event Director Assistant (Team Leader)

China Central Television

Aug 2019 - Sep 2019 Beijing, CHN

- Statistics, sorting and checking of **100+** team information for the semi-finals and finals of the China Instrumental Music TV Competition and providing all team subtitle scripts for TV programs.
- Led a team of 6 assistants to assist **10+ on-site recordings**, including on-site lighting and sound testing, off-site team, and instructor guidance, etc.

Multimedia Designer

Wuxi Broadcasting and Television Group

Jan 2019 - Mar 2019 Jiangsu, CHN

- Provided **10+ independent original news reports, 30+ interactive topics and a 2-hour live broadcast** for Wuxi Broadcasting and Television Group's Spring Festival Gala.
- Tracked people's livelihood hot spots in real time and provided **20+ high-quality online graphics and text content** for the "Smart Wuxi" APP, increasing user participation by **300%**.

User Interface Designer (Team Leader)

Lvjingling Zhaogui Aloe Cosmetics Store

Dec 2015 - Mar 2018 Jiangsu, CHN

- Led the design team to build the user interfaces of Taobao and WeChat malls **from 0 to 1**, enhancing the user experience and business interoperability between physical stores and online malls.
- Independently created and operated the store's WeChat public account and published **100+ original articles**, effectively improving user participation and brand awareness.

Event Planning Manager

Beijing Enlight Media Co., Ltd. - CUCN Enlight Campus Club

Oct 2015 - Jan 2018 Jiangsu, CHN

- From planning to execution of **5+ movie roadshows and promotions with 200+ participants**, effectively increasing the movie's market influence.
- Served as **office director**, managed human resources and finance, organized annual recruitment activities, and successfully recruited **50+** members, planned charity activities, and strengthened the internal management and social impact of the association.

Education

Northeastern University

Master of Science in Interactive Design

Sep 2021 - Dec 2023

GPA 3.84/4.00

Communication University of China, Nanjing

Bachelor of Arts in Journalism

Sep 2015 - Jun 2019

GPA 3.89/4.00

Honors (top 1%): Outstanding Graduate Awards 2019

Skill

- **Language:** English, Chinese
- **Tool:** Figma, Sketch, Axure, Omnigraffle, Balsamiq, InVision, Wireframe.cc, Adobe Creative Suite (Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, After Effects, etc.), Procreate, Affinity Suite, Wix, WordPress, Microsoft Office Suite, Google Workspace
- **Research:** User Flow, Storyboarding, Persona, Journey Map, Competitive Analysis, User Research, Quantitative & Qualitative Research, User Interview, Usability Testing
- **Design:** User Interface Design, User Experience Design, Mobile App Design, Responsive Web Design, Wireframing, Hi-fi Prototyping, Information Architecture, Data Visualization, Visual Design