

Yitao Wang

Sr. Product Designer

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Over 4 years of experience in designing mobile and web products for international community speaking over 100 languages. I care deeply about designing for a better and more inclusive future.

Experience

Senior Product Designer, Nov. 2016 - Present

TED Conferences

Products I'm responsible for: TED Masterclass mobile and web app. The TED app on iOS, Android and Apple TV.

- Planned and conducted international user research. One research resulted in 18x increase in purchase conversion rate in 10 global markets.
- Transformed a B2B product into B2C, bringing over \$20K quarterly revenue.
- Shipped and iterated products across platforms (web, mobile app, OTT), owning the end-to-end design from concept to implementation.
- Contributed to strategic product roadmap planning and OKRs.
- Collaborated 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 app on web and mobile.
- Identified and composed PRDs. Designed interactive wireframes.
- Prioritized requirements 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

Causes

Outsight China

Believing in the power of unbiased news, I initiated the Outsight China project to encourage critical thinking among Chinese speaking people abroad by presenting contrasting perspectives from news outlets inside and outside China.

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