

Yingci Rebecca ZHONG

Industrial & Interaction Designer



CONTACT

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SKILLS

Design

- UI & UX Design
- Participatory/Co-Design
- Wireframing
- Prototyping
- Data Analysis/Visualization
- Usability Research
- 3D Modeling

Software

- Figma
- Rhino
- Solidworks
- Keyshot
- fushion 360
- Adobe Indesign
- Adobe Illustration
- Adobe Premiere

Language

- Mandarin
- English



EDUCATION

California College of the Arts (Jul 2019 - May 2023)

BFA Industrial Design

Emily Carr University of Art + Design (Sep 2023 - Present)

Master of Interaction Design



WORK EXPERIENCE

WeBookCare

Content & Marketing Strategist (Aug 2024 - Present), Vancouver, CAN

- Developed inclusive, user-centered marketing campaigns using design thinking methods like empathy mapping and user personas
- Conceptualized and wrote creative advertisements for digital, social, and print media, aligning with brand voice and messaging
- Collaborated with teams to design and implement integrated marketing solutions using prototyping and wireframing tools

UX Was Here

UX/UI Designer (March 2024), Vancouver, CAN

- Led the platform redesign to boost community engagement through an AI-driven tagging system and user journey optimization
- Conducted competitor and user analysis to enhance retention, focusing on community-building features
- Designed and developed user journey maps to create seamless user experiences, improving content discovery and community cohesion among both beginner and expert users

Lenovo (Beijing)

UX&Industrial Designer (Sept 2022 - Dec 2022), San Francisco, USA

- Collaborated with 3 multidisciplinary designers to research, test, and design innovative systems and products for smart workplaces
- Conducted comprehensive research on users' work environments and behaviors, developing behavioral journey maps to guide system design
- Designed a digital prototype for an AI meeting assistant, aimed at enhancing decision-making efficiency and accuracy in meetings
- Worked with Lenovo teams to integrate findings into a functional product, focusing on transforming meeting content into actionable insights

● McCann Worldgroup

Creative Marketing Intern (Jul 2022 - Sep 2022), Shanghai, CHN

Nestlé

- Designed the packaging and marketing for new flavor
- Assisted designers responsible for different areas, focusing on Gen Z trends and analyzing buyers' behavior
- Located and pitched to key opinion leaders, resulting in two KOL partnerships with the total audience reach of 850,000 people
- Developed a plan for a full-scale offline campaign in the form of pop-up stores, interactive vending machines and blind boxes

MINISO

- Conducted parallel market research on the existing discount and variety stores in the United State
- Provided MINISO with evaluation and advice on store locations based on field research
- Identified new positioning to produce visual advertising, building the brand awareness

Alibaba

- Developed a promotional plan for Alipay's wealth management software ZhiXiaoBao aimed at young people
- Designed and distributed a questionnaire to 200 college students and young professionals
- Used the findings to design visual and interactive material for the target audience



PROFESSIONAL ENGAGEMENTS

● FLUI Design Hackathon

Team Mentor (Feb 2024 - Mar 2024), Vancouver, CAN

- Empowered students in a UI Design Hackathon environment, fostering the development of both soft and hard skills
- Mentored a team of four participants, offering guidance in UX/UI design and prototyping
- Facilitated connections between the team and the client, Seaav, with an emphasis on sustainable design practices

● Osmocosm MIT Conference

Online Guest Speaker (October 21, 2022)

- Engaged with industry leaders, artists, and engineers to explore innovative approaches in scent-based design for cognitive health
- Contributed to discussions on the potential impact of scent visualization technology on Alzheimer's care and quality of life, highlighting how empathetic design can improve the quality of life for individuals with cognitive impairments

● OriginaNature Boutique Hotel & Art Space

Exhibitor & Site Manager (Aug 2021 - Sep 2021) Chengdu, CHN

- Assisted an artist organization from China's Central Academy of Fine Arts to organize the arrangement of installations and the transportation of paintings
- Collaborated on and successfully developed the exhibition "Experience a Significant Gravitational Shortfall"
- Received more than 70 collectors and visitors as a docent, and successfully helped the artist to sell a set of woodcuts for roughly 100,000 RMB