

Yihao Kong

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「 EDUCATION 」

Northeastern University	2021.09 – 2024.05	Experience Design, MFA
<ul style="list-style-type: none">GPA 3.8/4.0Graduate Merit Scholarship		
Miami University	2017.09 – 2021.05	Interactive Media Design, BA
<ul style="list-style-type: none">GPA 3.75/4.0, Cum Laude Honors Graduation, Dean's/President's ListDepartmental Honor – Outstanding Innovation Senior Thesis		

「 EXPERIENCE 」

Fidelity Investment, Boston	2022.07 – 2022.12	UX Designer
<ul style="list-style-type: none">Human-Centered Design: Applied user-centered design methods to identify pain points and goals for young customers learning financial habits, influencing product decisions with gamification strategies.User Research: Conducted over 20 user tests using Usertesting.com, collecting valuable feedback that shaped the product's UI and design priorities.Agile Collaboration: Worked in an Agile environment, collaborating with business analysts and software engineers to plan weekly design sprints in Jira, ensuring smooth and successful project implementation.Prototyping & Wireframes: Led a five-person team to create user personas, product flow wireframes, and high-fidelity prototypes using Adobe XD and Figma, driving stakeholder decision-making.Global Communication: Presented product strategy to global teams in the U.S., Ireland, India, and China, aligning stakeholders on product goals and design vision.Impact: Designed an interactive financial literacy app that helping bridge the financial education gap through gamified decision-making and scenario-based learning.		
Northeastern University, Boston	2021.09 – 2023.06	UX Specialist
<ul style="list-style-type: none">Website Development & User Experience: Managed and updated the Experience Design project website using WordPress, enhancing the project, faculty, and alumni pages. Improved user navigation and information retrieval speed by 15% through redesigned web flows and visual design. Developed templates for future updates to ensure consistency and efficiency in content management.Medical UX Research & Service Design: Led user research to enhance patient decision-making, interviewing over 30 participants. Designed research materials and user journey maps. Proposed solutions that improved patient, family, and healthcare provider experiences.VR, AR, and XR Technology Application: Utilized Python to organize and analyze data, contributing to the design of a web-based VR and AR exhibition. Managed a digital exhibition with over 50 participants and showcased dozens of VR/AR projects, achieving over 9,000 views, which increased digital interactivity and accessibility.		
Zhonglian Medical Corporation, China	2020.05 – 2020.08	Product Designer
<ul style="list-style-type: none">Responsible for optimizing the user interface of an online pharmaceutical purchasing product (B2C) and the interface for medical equipment transportation and inventory management platform (B2B).Developed accessible design prototypes tailored to improve the experience for elderly users by integrating features specifically designed for their needs.		
YL Tech, China	2023.06 – 2023.08	Visual Designer
<ul style="list-style-type: none">Optimized branding design by aligning with the client's product features and needs.Designed the overall visual style for the company's branding, including the company logo, laser-cut display signage, business cards, letterheads, folders, and more. Also responsible for designing posters and other printed promotional materials.		

「 CERTIFICATIONS & AWARDS 」

- Coca-Cola & MUJI Recycle Material Design: Outstanding Finalists Award
- CITI Certificate for Social & Behavioral Research UXpressia CJM Certification
- Hootsuite Platform Certification
- Google Ads Search Certification
- Google Analytics Certification

「 SKILLS 」

- Software: Figma, Sketch, Miro/Mural, Adobe Suite (PS, AI, XD, AE, ID, PR), Axure, Unity, Jira, KeyShot
- Hardware: Oculus, Arduino
- Programming Languages: HTML/CSS, JavaScript, Apple Swift, C#, Python, Processing