

# IAN YANG

UX/UI DESIGNER

Toronto, Canada | [ianyangzc@gmail.com](mailto:ianyangzc@gmail.com) | [ianyangzc.com](http://ianyangzc.com) | (343)-989-7881

## KEY SKILLS

- **Wireframing and Prototyping:** Skilled in creating wireframes, sitemaps and clickable prototypes using Figma, Jira and Sketch, with a focus on responsive design across devices.
- **UI and Interaction Design:** Proficient in mobile-first design, building component libraries, and applying accessibility standards such as WCAG.
- **UX Research:** Experienced in conducting usability testing, card sorting and tree testing to inform user-centred solutions.
- **Tools:** Advanced use of Figma, Notion, Miro, Adobe Creative Suite, GitHub, Webflow, and front-end technologies (HTML, CSS, JS).
- **Handoff and collaboration:** Well-versed in agile workflows, cross-team communication and delivering developer-ready specs.

## EDUCATION

### Postgraduate Certificate – Web Development & Front-End Design

Graduated 2023

*George Brown College, Toronto*

- Dean's List honouree
- Completed hands-on UX/UI coursework using Figma, HTML/CSS, JavaScript, and Angular.
- Built functional web prototypes and responsive front-end interfaces for capstone projects.

### Bachelor's Degree Hons. - Linguistics Major

Graduated 2021

*Queen's University, Kingston ON*

### Bachelor's Degree - Digital Media Technology

Graduated 2017

*Beijing Language and Culture University, Beijing, China*

- Foundational training in digital media tools, user interface design, web technologies, visual communication, interactive systems, and motion graphics.
- Built prototypes and media projects applying HTML/CSS and multimedia principles.

## PROFESSIONAL EXPERIENCE

### Marketing Specialist - *Taiwan with Pride*, Toronto

2025

- Led UX writing for web content, including redeveloping bilingual event registration page that led to a 15% increase in participant registration.
- Provided UX input on HTML/CSS email design, focusing on user readability and layout consistency.
- Developed social media content leading to an increase in followers and engagement.
- Improved event logistics and participant experience through user-centered planning, contributing to overall improvement in operational efficiency for increased participation.

### UX Research & Design - *Juno College of Technology*, Toronto

2023 - 2024

- Designed end-to-end user flows for lifestyle-related website prototypes, leading to a 25% increase in task success rate based on user feedback.
- Conducted card sorting and usability testing to refine navigation systems for a healthcare mobile app project, resulting in improved navigation clarity and reduced onboarding friction.

**Web Designer - *Canadian Contemporary School of Arts, Toronto*****2022**

- Designed and developed web pages for an arts education website, focusing on clear content hierarchy, mobile responsiveness, and visual consistency, contributing to improved site usability and student engagement.
- Conducted stakeholder interviews and translated feedback into improved user journeys, resulting in clearer navigation paths and higher stakeholder satisfaction.
- Delivered pixel-perfect designs in Figma and built interactive components using Squarespace, leading to a smoother development process and more efficient handoff to front-end teams.

**Visitor Experience Assistant - *Union Gallery, Kingston ON*****2021**

- Conducted artist interviews for digital media content.
- Provided exceptional customer service welcoming visitors and conducting sales.
- Delivered high quality exhibition tours utilizing exceptional communication skills to engage diverse audiences in art and culture.

**English Writing Tutor, Toronto****2021 - 2022**

- Provided one-on-one tutoring in English writing and communication for multilingual learners.
- Customized lesson plans based on student goals and language backgrounds, improving clarity and confidence.

**Digital Media Intern – *Ruder Finn, Beijing*****2017**

- Supported bilingual media and campaign projects for international clients.
- Applied cross-cultural communication strategies and improved visual content workflows.

**PORTFOLIO**

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- **[ianyangzc.com](http://ianyangzc.com)**
  - Sample wireframes, annotated prototypes, and UX case studies for various clients, including education and digital media.

**LANGUAGES**

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- English
- Mandarin Chinese
- Japanese

**AVAILABILITY**

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- **Full-time availability from August 1 – September 30, 2025.** Equipped for remote collaboration. Ready to present portfolio live upon request.