

# Ziqi Tang

New York, US

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[Portfolio](#)

[LinkedIn](#)

Ziqi Tang is a passionate Product Designer with 4 years of systematic learning and two years of working in solving complex problems through digital and physical products. She is known for her innate ability to quickly pick up any new skill and always looks forward to improving herself and learning new things.

## Education

### School Of Visual Arts

Stem Major: Bachelor of Fine Arts in Design  
( Product & Graphic Design )

NYC, US | Sep 2018 — May 2022

- Achieved 3% top percentile portfolio for two years
- Honor student class
- UG Design Award Scholarship

### Wix Playground

Website Design Academy

NYC, US | Jun 2022 — July 2022

- Reinvented personal portfolio into an online website using coding and web design. Increased website average session duration 67% by SEO and User Experience Design

## Expertise & Software

**UX Research:** Qualitative and quantitative research, Data Analysis, Microsoft Office

**Product Design:** Design Thinking, User flow, User-Centered Design, Competitive Analysis, User persona, Journey mapping, Information Architecture, Wireframes, Interaction design, Prototyping, Usability testing, Product Strategy, Design system, Adobe XD, Web Design, Figma, Sketch, Wix EditorX, Webflow

**Visual Design:** Branding, Typography, Logo Design, Type Setting, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Effects, Glyphs, SparkAR, Keynote, Blender

**Development:** HTML, JavaScript, CSS

## Experience

### Lead Product Designer & Project Manager | Asian CLimbing Tribe (NPO)

NYC, US | July 2022 — Present

- Led three designers and two developers to establish a formal website using UX research, web design, and front end development for NPO non-profit organization—AsianClimbingTribe with 2000+ active users
- Analyzed requirements and designed, developed, and implemented software applications for the website
- Outstanding organizational skills and the ability to manage simultaneous tasks and prioritize them to ensure the most important business goals are met first

### Product Design Intern | White Boat (Startup)

Wuhan, China | Jun 2021 — May 2022

- Designed WeChat mini program interface for product catalog by improving information architecture and wireframing. Increased sales growth by 45% with 20000+ potential customers
- Developed a new product design line including apparel, hats, and accessories built on extensive user research and market research. Increased active user base by 15%
- Provided product customizations for Wuhan's No.1 milk tea shop applying branding, logo design, and product design. Reached a long-term partnership agreement contract for two years

### Product Design Intern | NONE (Studio)

NYC, US | Jul 2020 — Oct 2020

- Designed the web Interface for an NFT marketplace applying wireframing, design system, and competitive analysis. Collaborated with the engineering team to establish a launched NFT marketplace platform with 15000+ users.
- Designed brand promotional derivative products for the Grey Matter exhibition sponsored by Shanghai City's Department of Arts using the visual system, 3D modeling, and packaging to drive revenue growth by 72%