

YIJING SALLY HONG

UX Designer | Culture Producer

Non-profit project manager turned UX designer with a strong background in audience development, program evaluation, public programming, and project management. Experienced working in client-facing roles and excelled at cross-functional teams.

UX/UI Projects

Olive 11/2020 - 04/2021
Designed a wellness app with a focus on the needs of foreign-born individuals in the U.S. during the Covid-19 pandemic. Managed the project from conceptualization to execution.

MuseumExpert 07/2021 - Present
Redesigning the landing page of the website to increase conversion rate. Developing and incorporating new branding guidelines into UI design.

Mamakoo 08/2021 - Present
Working with developers on creating the web app for mamakoo users. Collaborating with content editors on rebranding and marketing strategies.

Selected Work Experience

Think!Chinatown New York
Chinatown Arts Week 2020 Assistant Producer 08/2020 - 10/2020

- Programmed a ten-day art festival with 15 outdoor and virtual events.
- Produced the virtual screening of *DragonMasters* (150+RSVP); coordinated Q&A with panelists from 4 different time zones.

Brooklyn Museum New York
Exhibition Project Coordinator 02/2020 - 07/2020

- Oversaw teams on assigned exhibitions and special projects, working in close collaboration across departments. Launched the #Your2020Portrait Instagram campaign in two weeks
- Streamlined the team workflows by merging FY20 and FY21 planning budgets and compiled data for 20 exhibitions.

Dance/NYC New York
Interim Program Manager 06/2019 - 01/2020

- Led a team of three and produced 10 public programs in 7 months with a total reach of over 800 audiences.
- Collected demographic information of attendees and analyzed audience feedback from post-event surveys for program evaluation and grants reporting. Secured recurring city funding for two years.

ArtBridge Projects Inc. New York
Project Manager 03/2018 - 05/2019

- Oversaw a 215-foot mural installation on Doyers Street in Chinatown with artist Chen Dongfan and collaborators. The project received a Certificate of Special Congressional Recognition for outstanding community service.
- Launched artist Pat Phillips's debut exhibition at the SPRING/BREAK Art Fair with sales records of \$10,000 on VIP day.

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Education

CareerFoundry, UX Design Program
2020 - 2021, Online
UX Design Certificate (800+ hours training)

George Washington University
2015-2017, Washington, D.C
M.A. Museum Studies

University of Southern California
2015-2017, Washington, D.C
B.A. Art History
B.A. Communications

Skills

- Competitive Analysis
- User Research
- User Journey & User Flows
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- A/B Testing and Preference Test
- Mobile-first and Responsive Design
- Design Style Guide
- UI Design
- Front - end Development

Tools

- Adobe XD
- Balsamiq
- Marvel
- Photoshop
- InDesign
- HTML/CSS
- Javascript
- Miro
- Airtable
- Submittable
- SurveyMonkey
- SurveyGizmo
- NeonCRM
- Concur

Languages

Chinese (Mandarin): Native

English: Fluent