

# Yitian Mao

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## Experience

May 2013 - Present

### **Freelance Designer**

Collaborated with various companies (Social Capital, Twin Technologies, Blackjack Lighting, and SpiralTech to name a few) on product and visual design projects, website UI/UX, branding, and content creation work.

February 2021 - May 2024

### **Interaction Designer – The Designory**

Created from-scratch design systems and modular components, worked on site migrations and design overhauls for clients like HP, Novartis, Organon Pro, and MetLife.

March 2017 - Jan 2019

### **Marketing Associate – Tandem, Inc.**

Generated content for marketing and communications, such as print advertisements, original videos, and newsletters; managed the company website and social media accounts; as well as coordinated media opportunities for developments.

## Education

Sept 2019 - Nov 2020

### **University of Winchester**

MA in Digital Media Practice – Interaction Design  
-Graduated with Distinction

Sept 2012 - May 2016

### **University of Illinois at Urbana-Champaign**

BFA in Industrial Design, Minor in Asian American Studies  
-2nd Place Ministry of Manpower Design Competition (Singapore)  
-Clark Cunningham Undergraduate Essay Award

## Skills

### **Design**

UI/UX  
-Design Thinking  
-User Research  
-Rapid Prototyping  
-Wireframing  
-Usability Testing  
Visual Design  
Branding + Identity

### **Software**

Adobe Creative Suite  
Adobe XD  
Figma  
Sketch  
Zeplin  
Adobe Animate  
WordPress  
Jira