

# Qiyang Ba

## Product Designer

Designer who can code + Bridge between engineers and designers + Pursuer of Accessibility and interactivity

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## Education

Expected May 18, 2023  
**M.S. Integrated Design & Media**

**New York University**  
GPA: 3.9

2017-2021  
**B.S. Computer Graphics Technology**

**Purdue University**  
GPA: 3.9

## Skills & Tools

### Design

•UX research •Systemic Design •Accessibility Design  
•Information Architecture  
•Causality Mapping •Ideation  
•Rapid Prototyping •Wire-framing •User Testing

•Figma •Sketch •Miro •Adobe XD •Kumu •Notion

### Visuals/AR/VR

•3D Animation •Graphic Design •Video Editing

•Maya •Reality Composer  
•Adobe Creative Suites  
•TouchDesigner •Unreal

### Coding

•Front-end Engineer •Creative Coding •Mobile AR

•HTML/CSS •Bootstrap  
•JavaScript •PHP •SQL •p5.js  
•Three.js •React •Python Flask  
•Processing •Xcode •Git  
•WordPress •Webflow

## Work Experience

New York University

September 2021 - Present

### Web Designer & Developer

- Conduct student focus groups and benchmarking, and translate findings into design insights
- Design and develop a new accessible [Ph.D. Hub website](#), and conduct a usability testing
- Migrate content from legacy websites to the new website

Munich Re America

May 2022 - August 2022

### UX Front-end Engineer Intern

- Conducted a heuristic evaluation of the original data visualization web app to identify issues and goals
- Created an interactive mockup based on research findings
- Programmed a fully functional front-end of the web app from the mockup
- Redesigned and coded the project home page, and made it a template
- Designed an accessible style guide for the project website
- Designed the team logo for the Analytics Team

Purdue University

October 2019- May 2021

### Web Designer & Video Editor

- Updated website content and designed the user interface in WordPress
- Designed event assets (graphics and videos) for social media outreach

## Additional Experience

### Web 3.0 - UX Designer

November 2022 - December 2022

- Conducted research and analysis to study Web 3.0 affordances and users' pain points during the Visa application process
- Created the persona, user journal, wireframes, and a video sketch ([pt1](#) & [pt2](#)) for a mobile app to reimagine the visa application system in Web 3.0

### AR Mobile App Front-end Engineer

March 2022- May 2022

- Prototyped a partly functional [AR app](#) with Swift UI and Reality Composer
- Assisted the design team in developing the user journey, persona, and UI

### Accessibility Designer

February 2022 - May 2022

- Conducted research to study accessibility issues of the site, user needs, and best accessibility practices
- Designed an ADA compliant, editable [accessibility and sensory guide](#) for Fort Ticonderoga, together with an accessible style guide and icon sets

### Web Developer & 3D Modeler

January 2021- May 2021

- Created a carousel model in Maya, incorporated it into the [website](#), and made it interactive using Three.js from scratch