

Yi Ding

yding9@inside.artcenter.edu

dyxr010101@gmail.com

626.437.5990

<https://kerwinding.com/>

Skills

Tools

Adobe Creative Suite,
Arduino, Unity, HTML, CSS,
JavaScript, Blender, Figma,
Notion, Miro

Hard Skills

Digital Media, Wireframing,
Design Research, Storytelling,
User Research,
Interaction Design, UI/UX
Design, Accessibility, Physical
Computing, 3D Modeling,
AR/VR, Machine Learning

Soft Skills

Problem solving, Critical
thinking, Effective
communication, Leadership

Awards & Certifications

Hulu Jam

Honorable Mention

TPCS Certificate

Ethical Conduct for Research
Involving Humans

CITI Certificate

FOUNDATIONS IN ETHICAL
RESEARCH WITH PEOPLE

Experience

Sheridan Centre for Elder Research / Research Assistant

Jan. 2024 – Apr. 2024

Oakville, Canada

- Conducted qualitative and quantitative user studies like: questionnaires, field observations, and interviews to inform the redesign of Sheridan College's navigation tools for senior users.
- Collaborated with developers and designers to implement improvements based on research insights.
- Developed detailed user personas and journey maps to synthesize research findings into actionable design strategies. As a result, Sheridan College began updating the visual elements of campus maps in late April 2024.

CIF The Life Skills Project / Interaction Designer

May. 2023 – Aug. 2023

Oakville, Canada

- Led intern team to design an educational platform inside CIF's Learning Management System for underserved families to help them access community resources and benefits, creating user-centered wireframes, prototypes, and interaction flows that improved usability and engagement.
- Collaborated with cross-functional teams of educators, developers, and stakeholders to align design strategies with project goals.
- Conducted in-depth user research, including interviews and usability testing, to identify pain points and iterate on high-risk design elements, ensuring the final product addressed user needs effectively.

Ruide Infinite / Graphic Designer

May. 2021 – Jul. 2021

Tianjin, China

- Assisted the design team in creating vaccine promotion brochures, posters, and presentation slides for internal meetings using Photoshop and Illustrator for CanSinoBIO's COVID-19 vaccine. All visual content was utilized in metro stations, bus stops, and other public areas across various cities in China from September 2021 to the end of 2022.

Education

ArtCenter College of Design / Master of Fine Arts, Media Design Practices

Anticipated Graduation May. 2026

Pasadena, California

Overall GPA: 3.85/4.0

Sheridan College / Bachelor of Interaction Design

Sep. 2020 - Apr. 2024

Oakville, Ontario

Overall GPA: 3.71/4.0

Recent Projects

VR Emotion Management App

Sep. 2024 - Dec. 2024

- A virtual space experience designed to help users identify and understand their inner emotions, allowing them to interact with their feelings.