Shiyun "Joanne" Tang

User ID / Email: st4671@nyu.edu | Portfolio: www.joanne-tang.com | GitHub: github.com/Joannetang07

A dedicated VR Interaction Designer and Researcher with 3 years of experience, specializing in accessibility design for mixed reality environments. I am passionate about creating inclusive experiences, particularly for individuals with mental health issues or visual impairments.

EDUCATION

Department of Technology, Culture and Society, New York University   8/2022 – 5/2024
M.S. in Integrated Design and Media, GPA: 3.97/4.0

College of Visual and Performing Arts, George Mason University   8/2018 – 5/2020
M.A. in Arts Management, GPA: 3.91/4.0

Department of Communication, State University of New York at Buffalo   8/2013 – 5/2016
B.A. in Communication, Magna Cum Laude, GPA: 3.69

Design Coursework: Ideation and Prototyping, User Experience Design, Communication Graphics, Basic Video, Basic Digital Arts
Engineering Coursework: Deep Learning for Media, Virtual Reality, Creative Coding, Introduction to Applied Data Science, Great Ideas in CS
Research Coursework: Media Law, Media Theories, Research Methods, Arts and Society, Arts Policy, Introduction to Psychology, Introduction to Sociology, Communication Theory

RESEARCH EXPERIENCE

The Inclusive VR Card Deck (Copyright © 2024)   08/2023 - 05/2024
Product Designer and Interaction Designer
• Directed the research and development (R&D) of a tabletop card game tailored for VR developers and designers, focusing on the integration of accessibility considerations and Artificial Intelligence (AI) into Virtual Reality (VR) app development from concept to launch.
• Designed and developed a companion website using **Wix Studio**, **Adobe Premiere Pro**, and **Adobe Photoshop**, serving as an online resource to enhance education on AI and accessibility design in VR.
• Led multiple rounds of qualitative and quantitative research through semi-conducted interviews, surveys, literature reviews, and usability tests on over 40 individuals. Conducted data analysis using **Python**, leading to significant enhancements in the game's visual impact and improved learning outcomes.

NASA Eclipse Soundscapes (ES:CSP)   03/2023-05/2023
Designer and Accessibility Researcher

• Directed the R&D of a WCAG-compliant, user-focused web map application in **Figma** for viewing the 2023 and 2024 solar eclipses, funded by NASA; collaborated closely with a team of designers, web developers, and clients to ensure a seamless and inclusive user experience.
• Conducted comprehensive ethnographic studies, competitive analyses, and user interviews to gather qualitative and quantitative data; analyzed research findings to inform the design process, ensuring the application met user needs and accessibility standards, including accommodations for users with visual impairments, for over 3.3K 2024 eclipse observers.

Aurora VR Meditation   08/2022 – 11/2022
VR Interaction / UX Designer and Unity 3D Developer
• Developed and iteratively enhanced a multi-sensory VR meditation experience tailored to individuals with mental health issues using **Blender**, **Unity 3D** and **Figma**; Leveraged insights from surveys, literature reviews, and competitive analyses to optimize user engagement and satisfaction across three major development phases.
• Managed the product development lifecycle from conception to launch with a strong focus on user-centric design, leveraging insights from four rounds of user testing to refine the design and ensure an accessible and resonant user experience for diverse users.

Department of Communication, State University of New York at Buffalo 01/2016 – 06/2016
Research Assistant
• Collaborated with Dr. Junhao Hong and visiting scholars to research global communication issues and the relationship between media and society in Asian contexts, contributing to a comprehensive analysis that informed subsequent studies and publications.
• Translated and transcribed academic research papers between English and Chinese, improving accessibility and facilitating cross-cultural academic exchange.

Department of Communication, State University of New York at Buffalo 01/2016 – 06/2016
Social Media Research Assistant
• Collaborated with Dr. Lance Rintamaki to gather and analyze data from various **social media** platforms to identify trends, patterns, and influences on sexual attitudes and behaviors.
• Creating and curating content to disseminate research findings and promote ongoing studies to understand the dynamics of social attraction, communication between sexual partners, shared decision-making, sexual negotiation, and deception.

WORK EXPERIENCE

GroupVisual.io   08/2024 – present
Product Design Intern
• Conducted user experience research to analyze player behaviors and preferences in analog card games, developing user flows and game systems to enhance product design and engagement.

- Designed **60+** high-fidelity UI mockups for the Choice Architect card deck and packaging using **Figma**, **Miro**, and **Adobe Illustrator** to ensure a seamless, visually appealing, and user-friendly interface for both physical and digital platforms, with accessibility considerations for individuals with low vision or color blindness.

Alcōv   07/2024 - present
UX Design Intern
- Led the redesign and development of the company's web interfaces, including the landing page and user flows upon app download using **Figma** and **Squarespace** in collaboration with the CEO and Product Designers.
- Collaborated closely with Senior Product Designers, Developers, and Product Curators to create wireframes and UI mockups for the designer hub **CRM** in macOS, facilitating a seamless experience for interior retailers to efficiently manage their product listings.
- Conducted research on virtual staging AI, exploring how AI-driven design tools can enhance the user experience by enabling realistic and customizable virtual home staging for real estate agents and home buyers.

Commit2Change (C2C)   07/2020 - present
Graphic Designer / Special Project Coordinator
- Led the design and implementation of web interfaces and digital campaigns for high-impact events, directly contributing to a 106% increase in fundraising efforts through improved user engagement and donor experience.
- Partnered with senior management and stakeholders to develop and execute digital strategies using tools like **Adobe Creative Suite**, **Figma**, and **Canva**, significantly expanding program reach and support to over 8,500 underprivileged girls in India and Nepal.

EXTRACURRICULAR EXPERIENCES

New York University 2024 Capstone Showcase   05/2024
Exhibitor / Finalist of the Students' Choice award
• Selected to present my thesis/capstone project, "The Inclusive Virtual Reality (VR) Card Deck," at the NYU 2024 Capstone Showcase; Promoted the card deck as an innovative and interactive gaming tool designed to foster inclusive design practices within VR application development pipelines.
• Engaged with over peers, business evaluators, and industry experts in VR and Artificial Intelligence to demonstrate the practical applications and benefits of the card deck; Received valuable feedback and recognition for the project's potential impact on improving accessibility and inclusivity in VR environments.

CERTIFICATIONS

Unity Professional Development   08/2024
Unity Professional Development Course: Teach Unity

Meta   07/2023
React Basics

PUBLICATION

Tang, S. (2024). *Accessible Design with AI in Virtual Reality: A Systematized Review and Gamified Approach through a Collaborative Card Deck*. Engaging Science, Technology, and Society, Society for Social Studies of Science (4S). (under review)

Tang, S. (2024). *AI for Accessible VR: An Analytical Review and Gamification of Inclusive VR Design Through a Collaborative Card Deck* [Master's Thesis]. ProQuest. Advisor: Dalit Shalom.

Tang, S. (2023). *History of VR in Healthcare* [Broadcast]. SoundCloud. https://soundcloud.com/joanne-tang-959310318/history-of-vr-in-healthcare

Tang, S. (2020). *Giving Circles: What are they? What is their Potential for Philanthropic Impact?* [Master's Capstone]. George Mason University. Advisor: Dr. Carole Rosenstein.

SKILLS

Programming Languages: Python, JavaScript P5, HTML, and CSS

Software: Unity 3D, Blender, Spline, Bezi, Figma, and Adobe Creative Suite

AWARDS AND HONORS

Integrated Design & Media Scholarship	03/2024
Dean's List	08/2014 – 12/2014
Dean's List	08/2015 – 12/2015
Dean's List	01/2016 – 05/2016