

YVONNE TANG

Director, Visitor Experience



As Director of Visitor Experience, Yvonne Tang believes that people are at the core of everything we do at Lord Cultural Resources. Cultural institutions and sites welcome all types of audiences from local community groups to international tourists, staff to virtual visitors, school groups to sponsors and donors, wedding guests to lifelong members, and from subject matter newbies to experts. Everyone who experiences these places has the opportunity to be impacted - intellectually, physically and emotionally - and change through their experience.

Yvonne is responsible for a multitude of projects by ensuring a safe and welcoming space for all audiences. She envisions and achieves unique solutions both online to on-site, and she aims to understand the nuanced needs of every visitor, from the hyper-local to international. Visitor experience includes targeted yet inclusive content for everyone, whether permanent or temporary exhibitions, educational programs or special events as well as family or corporate celebrations. It looks at the back-of-house experience, for staff and volunteers through their daily work to specialized student tours and potential future teammates and donors. Visitor experience must be considered from all aspects looking out, as well as reflecting in, from visioning through to concept, design, coordination, production and installation to opening day.

Her background in art and design strengthens her ability to conceptualize and develop an environment that ensures a meaningful experience for the visitor. Yvonne's natural empathy, ability to listen and creative thinking ensures that her solutions are also responsive to the client's vision. Working with clients of all sizes and types, Yvonne understands the need for imaginative and functional design that appeal to and engages a range of visitors.

With an ability to understand the importance of bridging interpretation and design, Yvonne's abilities enable her to understand any audience and apply her expertise to the unique nature of her projects, planning a visitor experience that will engage the public and create a lasting impression. From vision and interpretation, through design to opening day, Yvonne provides comprehensive insight and passion to all aspects of the planning process.

Yvonne is a highly organized and thoughtful individual who maintains a transparency of process and project management style that is communicative and inclusive for all members of a team. She efficiently and effectively manages projects that vary greatly in size and scope.

A past board member and active participant with the Museums Association of the Caribbean, Yvonne also shares her knowledge through speaking engagements and as a contributor to the *Manual of Museum Exhibitions*, 2nd Edition in 2014. In 2018, Yvonne co-founded Link Coalition Toronto, a non-profit dedicated to addressing the link between the abuse of humans and animals. Link T.O. provides the SafePet program in the GTA, arranging pet foster homes for families escaping domestic violence.