YIFEI YIN

yifeiyin@cmu.edu

+1 (412) 500 6644

DESIGN EXPERIENCE

Product Design Intern @ Facebook
Summer 2017

· Worked on a new prototyping tool: researched, designed and prototyped 2 new features; received high praise from designers across the org and leadership.
· Collaborated closely with engineers and contributed directly to code base (React).
· Designed and prototyped gaming on Camera Platform (AR studio).

UI & UX Intern @ IBM
Summer 2016

· Designed and prototyped the operating tablet application on android for managing and operating drones to provide farming solutions for farmers and surveyors.
· Coded front-end in HTML5, CSS3, and JavaScript for the management system of ACE, a customer service chat bot, as well as the chat room.

Product Design Intern @ Applysquare
Fall 2015 - Spring 2016

· Led the redesign of the study abroad feature in the mobile application.
· Increased average searches by 150% and students' engagement time by 60% through data visualization, fuzzy searches and a recommendation system.

UX Intern @ Tencent
Summer 2014

· Redesigned an embedded forum in WeChat based on usability tests, and completed interaction and graphic design for news and promotion pages.
· Increased gadgets usage by over 300% by designing a developers' platform.
· Proposed merge of two products after competitive analysis and user research, merge completed in 2015.

PROJECTS

Prototyper - Aether (Independent Project)
Spring 2017

· Led the design and coding process to create an enhanced car buying experience: leveraging mixed reality (HoloLens+ IoT) , tangible and intangible interactions to help people better visualize the interior and exterior options for cars in the showroom.

Lead Designer - Huntington Bank / CMU Capstone
Spring 2017

· Researched on life events to design a service solution for Huntington Bank to become the resource to which consumers turn first as a trusted financial advisor.
· Designed a systemized service solution and drafted a rollout plan for execution

BUSINESS EXPERIENCE

Summer Analyst @ Morgan Stanley
Summer 2015

· Led a group of 5 to present on bank financing which received high praise from managers.
· Drafted 2 industry reports, and conducted due diligence and paper works of an M&A.

PORTFOLIO

See my portfolio at **www.yifeiyin.com**

EDUCATION

Carnegie Mellon University

Master of Integrated Innovation for Product and Services | GPA: 3.9 / 4.0
Aug 2016 - Dec 2017
Product Design focus

Peking University

B.S., Pure and Applied Mathematics
Sep 2012 - Jun 2016
Chair of Pi Association of Design

SKILLS

User-centered Design
Rapid Prototyping
Usability Testing
User Research
Sketching & Illustration
Data Analytics
Physical Computing
Unity Programming

TOOLS

Sketch 3, Adobe Creative Suite
Principle, Origami Studio, Framer
HTML, CSS, JavaScript
STATA, Python
Unity & C#, AR Studio
Arduino, Photon

RELATED COURSES

User Research
Interaction Design Studio
Physical Computing
Prototyping for Interaction Design