

William Jin

Product Designer

I'm a product designer at **CMU**, previously interned at **VMware**, **IBM**, and **Tencent**. I'm passionate about creating great products by combining ux, business and technology.

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Experience

VMware Product Design Intern 05/2020 – 08/2020, Palo Alto, CA (remote)

- Worked on Wavefront, a cloud application monitor and analysis SaaS product.
- **[Onboarding]** Designed the onboarding experience of Distributed Tracing feature in Wavefront. Improved the user journey based on different personas (SRE & developer). Came up with both short-term and long-term solutions. The short-term solution got implemented, increased the conversion rate by 120%+. Presented long-term solution to the co-founder, and gained recognition.
- **[Data-driven Design]** According to the data on Pendo, the exit rate of a page is much higher. Focused on user's actions and redesigned that page's user flow and UI. Increased single-page conversion rate by 300%+.
- **[Information Architecture]** Redesigned Wavefront's information architecture. Conducted competitor analysis and user research (user interview and card-sorting exercise) to know users' needs and pain points. Redesigned the IA from both logic and visual perspectives. Will be implemented in the new version of UI.
- **[A/B Testing]** Redesigned the user journey to increase the click-through rate, and came up with two ways to get users' email. Analyzed from psychology's perspective, and conducted A/B testing, which verified previous assumptions.

IBM Product Design Intern 02/2019 – 06/2019, Beijing, China

- Independently redesigned the EDPA's information architecture, 5+ user flows and 40+ interfaces with several engineers. EDPA is a platform for non-technical and technical employers to manage big data together, and was finally shipped.
- **[User Journey]** Designed the different journeys of EDPA to cater different users' needs (PM & eng).
- **[Information Architecture]** Designed IA of EDPA via user research and card-sorting.

Tencent Product Design Intern 07/2018 – 09/2018, Shenzhen, China

- Designed the information architecture and interfaces of the Orion AI data training platform. Conducted user research on machine learning engineers.
- **[Design Library]** Independently made the design principle of Orion according to visual hierarchy, Gestalt theory, and data visualization. Accelerated the design and development process by approximately 30%.
- **[Onboarding]** Performed user experience design for the smart vending machine, increased its registration rate by 150%+ by applying a modal window, animations, and loss aversion theory.

Education

Carnegie Mellon University 2019 – 2021

Master of Entertainment Technology, GPA 3.75/4.0

Beijing University of Posts and Telecommunications 2015 – 2019

Intelligence and Information Interaction Design (Beng), GPA 3.78/4.0

Projects

Tiny To Do List Full-Stack Web To Do List 2020

- Designed and developed a browser-based to do list app.
- Available at <https://williamj-in.github.io/tiny-todo-list/> (Feedback is welcomed!)

Tinytab Chrome New Tab Plugin 2020

- Designed and developed a new tab plugin for chrome.
- Demo available at <https://williamj-in.github.io/tiny-start-page/> , download available at chrome web store (<https://chrome.google.com/webstore/detail/tinytab/bmlbibebebmncadbgojnhccmmmdojblomm/related?hl=en>)

Skills

Design	Tools	Programming
<ul style="list-style-type: none">- Competitor Analysis- Usability Test- E2E Journey Map- Wireframes- Kano Model	<ul style="list-style-type: none">- Figma- Sketch- Principle- Adobe Suite- Framer	<ul style="list-style-type: none">- Java- HTML, CSS, JS, TS, React.js- Python- SQL- C#