William Jin

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Hi, I'm William ! I design (almost) anything.

I'm a product designer at CMU, and passionate about creating great products by combining ux, business and technology.

Education

Carnegie Mellon University

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Master of Entertainment Technology
Month 09, 2019 — Month 05, 2021 GPA: 3.75/4.0
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Beijing University of Posts and Telecommunications

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Intelligence and Information Interaction Design (Beng)
Month 09, 2015 — Month 07, 2019 GPA: 3.78/4.0
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University of Oxford (Summer School)

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Artificial Intelligence, Numberical Analysis & Image Processing
Month 06, 2018 — Month 07, 2019 GPA: 91/100
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Relevant Coursework: Interaction Design, Usability Test, User Experience Design, Java, Data Structure, Databases, Product Business Design, Computer Graphics, Production & Leadership

Work experience

VMware

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Product Design Intern          Month 05, 2020 — Month 08, 2020
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- 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 solution. 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 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 from terminal 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

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Product Design Intern          Month 02, 2019 — Month 06, 2019
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- 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.

Ainnovation

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UX Design Intern               Month 09, 2018 — Month 12, 2018
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- Designed the information architecture and interfaces of the Orion AI data training platform. Conducted user research on machine learning engineers.
- [**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.

Tencent

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Product Design Intern          Month 07, 2018 — Month 09, 2018
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- [**Design Library**] Independently made the design principle of Welink, a B2B product to make the entire building completely intelligent, according to visual hierarchy, Gestalt theory, and data visualisation. Accelerated the design and development process of Welink by approximately 30%.

Skills	Design	Programming
→ Figma	→ Competitor Analysis	→ Java
→ Sketch	→ Usability Test	→ HTML, CSS, JS, TS, React.js
→ Principle	→ E2E Journey Map	→ Python
→ Adobe Suite	→ Wireframes	→ SQL
→ Framer	→ Kano Model	→ C#

Thank you for reading!