William Jin

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Education

Carnegie Mellon University
2019 - 2021, Pittsburgh, Pennsylvania, GPA: 3.65/4.0

Master of Entertainment Technology

Producer, Product Designer: Designed and developed experiences (including VR, AR and MR experiences) with a team of 5. Designed and refined UI/UX via playtesting, held QA testing, held meetings, set team objectives, assessed technical difficulties and communicated with engineers and artists.

Beijing University of Posts and Telecommunications
2015 - 2019, Beijing, China, Major GPA: 3.78/4.0

Bachelor of Engineering, Intelligence and Information Interaction Design (Beng)

University of Oxford
Summer 2018, Oxford, UK, GPA: 91/100

Artificial Intelligence, Numerical Analysis & Image Processing

Relevant Coursework:
Building Virtual World (Producer, Designer), Interaction Design, Usability Test, User Experience Design, Java, Data Structures, Database, Product System Design, Computer Graphics, Production & Leadership

Work Experience

VMware / Product Design Intern
May - Aug 2020, Palo Alto, CA (Remote)

- Worked on Wavefront, a cloud application monitor and analysis SaaS product. Got the return offer.
- **[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 / Product Design Intern
Feb - Jun 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.
- Designed the structure and interfaces, and made an interactive Hi-Fi prototype for the RPA Robot Management Platform.
- Conducted competitive analysis and designed interfaces for the IBM DevOps.

Ainnovation / Product Design Intern
Sep - Dec 2018, Beijing, China

- Designed the information architecture and interfaces of the Orion AI data training platform. Conducted user research on machine learning engineers.
- 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 / Product Manager Intern
Jun - Aug 2018, Shenzhen, China

- **[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**: Competitor Analysis, User Research, Usability Test, Wireframes, Journey Map, Empathy Map, Kano Model, Blue Map
- **Programming**: Java, React.js, HTML5 + CSS3, Javascript, Typescript, Sql, Python, C++, C#
- **Tools**: Figma, Sketch, Principle, Adobe Suite, Invision, Framer, SPSS, Xcode, Rhino, Axure, Unity, Cinema 4D

Projects

- **Tiny**: An intuitive to-do list. Available online at https://williamj-in.github.io/tiny-todo-list/#/
- **Quenews**: A queue-based news app designed for commuters.
- **Pianooooo**: A business model of piano sharing.
- **Golf Desk** (Red Dot Award 2018: Winner): A stress-relieving desk.
- **Falcon** (IF Design Talent Award 2018: Gallery): A drone-based service design.