

William Jin

<https://williamj-in.github.io/>

qiuj@andrew.cmu.edu

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

Master of Entertainment Technology

09, 2019 – 05, 2021 GPA: 3.75/4.0

Beijing University of Posts and Telecommunications

Intelligence and Information Interaction Design (Beng)

09, 2015 – 07, 2019 GPA: 3.78/4.0

University of Oxford (Summer School)

Artificial Intelligence, Numerical Analysis & Image Processing

06, 2018 – 07, 2019 GPA: 91/100

Relevant Coursework:

Interaction Design, Usability Test, User Experience Design, Java, Data Structure, Databases, Product Business Design, Computer Graphics, Production & Leadership, Webapp Development

Work experience

VMware

Product Design Intern

05, 2020 – 08, 2020

- 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

Product Design Intern

02, 2019 – 06, 2019

- 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

UX Design Intern

09, 2018 – 12, 2018

- 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

Product Design Intern

07, 2018 – 09, 2018

- **[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 visualization. Accelerated the design and development process of Welink by approximately 30%.

Personal Projects

Tiny 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

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/bmlbibebebmncadbgoinhccmmdojblomm/related?hl=en>).

Skills

→ Figma

→ Sketch

→ Principle

→ Adobe Suite

→ Framer

Design

→ Competitor Analysis

→ Usability Test

→ E2E Journey Map

→ Wireframes

→ Kano Model

Programming

→ Java

→ HTML, CSS, JS, TS, React.js

→ Python

→ SQL

→ C#

Thank you for reading!