YI NIE

Product Designer

yinie.ux@gmail.com

812.327.9459

http://yi-nie.com
(password: yi-ux)

SKILLS

Design

Sketch
Invision
Principle
Framer.js
Photoshop
Illustrator

User Research

Usability Testing
Survey / Interview
Competitive Analysis
Storyboarding
Persona
Contextual Inquiry

Development

HTML5 & CSS3
JavaScript
jQuery
Bootstrap
React

EXPERIENCE

SEP 2016 PRESENT

PRODUCT DESIGNER
Credible Labs Inc. | San Francisco, CA

- Designed core features of the student loan product, including co-signer pre-qualification, saving estimation. Streamlined users' decision-making process.

- Led the design of pre-qualification flow and landing page. Explored multiple product directions and conducted A/B testing. Increased loan successful closing rate by 11%.

- Contributed to Credible's design system by defining UI components, typeface, color usage guideline and grid system. Initiated the development of React Sketch component library to help to maintain design system.

- Improved product process by introducing design and hand-off tools, initiating and facilitating brainstormings with the product, marketing, and engineer teams.

AUG 2016 NOV 2016

UX DESIGNER
UniversalGiving.org | San Francisco, CA

- Designed onboarding experience for NGO registration process, from concept design, low-fidelity wireframes to high-fidelity visual design.

JUN 2015 DEC 2015

UX DESIGN INTERN
Nativo Inc. | Los Angeles, CA

- Created data visualizations and summarized insights to help clients better understand their campaign performance.

- Designed and developed an interactive onboarding experience for marketing clients using HTML, CSS, and JavaScript.

- Designed a detailed onboarding guide for client engineers. Provided a clear standard of code format, greatly reduced miscommunication with clients.

JUL 2013 JUN 2014

UX ENGINEER & RESEARCHER
HCI Lab, Tsinghua University | Beijing, China

- Researched and improved the performance of speaker verification algorithm, allowing it recognizes one person's voice in different emotional states. And published the research in APSIP 2014.

EDUCATION

AUG 2014 MAY 2016

M.S. IN HUMAN-COMPUTER INTERACTION
Indiana University | Bloomington, IN

MAY 2014 SEP 2010

B.E. IN ELECTRICAL ENGINEERING
Beihang University | Beijing, China