

Yin Zhu (Amy) | Senior Product Designer

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Experience

Senior Product Designer - iQmetrix

May 2022 - Current

Leading the end-to-end design process for a scalable point-of-sale for telecom retail to reduce transaction time by 30%, and remove mandatory device requirements to run our current point-of-sale.

Supporting the company transitioning from sales-led to product-led practices. Leading customer-centric design practices such as conducting user research and site visits, to build empathy and data around our customer painpoints.

Collaborated with crossfunctional stakeholders and enterprise clients to:

- Validate our design vision and direction
- Collect feedback for prioritization
- Contribute to product strategy and roadmap

Product Designer II - CoPilot AI

Previously: Junior UX Designer, Design Intern

Jan 2019 - May 2022

Lead product designer on the core product team. Owned the end-to-end design, from discovery, validation to launch, which has contributed significantly to company growth.

Responsibilities includes:

- Collaborating closely with cross-functional stakeholders to effectively ship high impact projects.
- Led meetings to view data insights and user behaviour through Logrocket, which spread design thinking and empathy throughout the company.
- Contributed to setting quarterly team OKRs to align our team goals with business goals.
- Actively improving cross-functional team process through retrospectives.

Throughout my time, I owned and shipped over 6 high impact projects, including 2 product launches, which resulted in:

- All time NPS increasing from 13 to 30
- Increased weekly active users by 300%
- Increased AI's lead scoring accuracy from 65% to 90%
- Led user research for Teams platform which got prioritized as core product team's key initiative to enable expansion revenue up to 15 seats monthly and reduce engineering maintenance costs by 7 story points per month.

UX/UI Contractor - Medoclock

Aug 2019 - Nov 2019 / Remote

Lead the design helping primary caregivers better manage their loved ones chronic illness. Worked with stakeholders to solve complex problems with regards to household communication, medication management and appointments.

UX/UI Designer - Hackhub

Jan 2018 - Sept 2018 / Vancouver

Designed mobile app prototype to help students participating at a hackathon manage their team and project. Launched the platform through product hunt which became #4 product of the day and increased site traffic by 500%.

Research Assistant - Health Design Lab

Sept 2017 - March 2018 / Vancouver

Provided solutions to help caregivers going through dementia to have a better mental support system. Identified painpoints for family members going through dementia through human-centered research.

Education

Emily Carr University

B.Des, Interaction Design

Lighthouse Labs

Cert. Intro to Front-end

Tools

Figma, Whimsical, Loom, Miro, Usabilityhub, Confluence, Adobe Suite, Jira

Skills

User Research & Testing, Product Strategy, Prototyping, User Flows, Visual Design, HTML / CSS