Yin Zhu (Amy) UX/UI | Interaction Designer

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My specialization is using creative problem solving to create beautifully designed user experience in products.

Relevant Experience

Design Intern (Product + UX Design)
CoPilot Advisor
Jan 2019 - Present
Vancouver

Worked for CRM, SaaS and FinTech startup company supporting their seamless conversion of the software to a new platform.

▷ Including: smooth customer transition, usability testing, collaboration with other departments, new platform design, and iterative design.

Product Designer
Konokona (Project)
Sept 2018 - Present
Vancouver

Designed a platform that simplifies the application process of getting a booth at conventions for merchants and a CRM that helps sort and manage 600+ application with ease.

▷ Including: Conducting primary, and secondary research, iterative design through usability testing, wireframing, branding, and accessibility testing for color blindness.

UX/UI Designer
Hackhub
Jan. 2018 - Sept. 2018
Vancouver

Created an app prototype and mockup for Hackhub.

▷ Including: UX/UI optimization using primary, secondary and observation research, increased site traffic by 500%, provided comprehensive marketing and analysis to maximize effectiveness.

▷ Additional roles including business analyst, customer success.

Design Jam Mentor
Institute of Gender and Health
March 2018
Vancouver

Mentored mental health professionals for a Design Jam

▷ Utilizing interaction design tools and user-centered solutions to create a social media campaign that improves mental health for Queer Teens.

▷ Design Jam Sponsor, Cossette Health, selected the project for further development.

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.

▷ Conducted a review of the interaction design of careteam from caregiver's perspective. Focused on helping family members with dementia through human-centered design research.

Education

Emily Carr University of Art + Design
2015 - 2019
Vancouver, Canada
B.Des, Interaction Design

WebDxD Bootcamp
Aug. 2018
Vancouver, Canada
HTML , CSS, Javascript, JQuery, ReactJS, React Native

Skills

Information Architecture

Empathy/Journey Mapping

Wireframing

Userflow

Usability Testing

Prototyping

Personas

Processing

Basic HTML/CSS/Javascript

Illustration

Basic React/React Native

Bilingual: Mandarin

Software

Photoshop

Illustrator

InDesign

Premiere

After Effects

Xd

Sketch

InVision