

# Yin Zhu (Amy)

## Product Designer

✉ yinazhu99@gmail.com

☎ 778-883-7258

🌐 yinazhu.com

A creative and innovative designer using empathy and problem solving to create a positive experience in products

### Work Experience

#### Junior UX Designer (Product + UX Design) CoPilot Advisor

Jan 2019 - Present  
Vancouver

Designed, defined, owned, and shipped features of a SaaS software for LinkedIn Social Prospecting.

- ▶ Responsibilities include: usability testing, collaboration with other departments, iterative design, defining features, modifying CSS and ensuring feature is up to standards during launch.
- ▶ Use Wordpress to build and maintain website responsible for 20% of all leads.

#### UX/UI Contractor Medoclock

Aug. 2019 - Nov. 2019  
Remote

Designed a digital health management solutions to help primary caregivers better manage for their loved ones going through chronic illness with stakeholders and other caregivers.

- ▶ Conducted primary research for context gathering, and iterative design through usability testing, wireframing and branding.

#### UX/UI Designer Hackhub

Jan. 2018 - Sept. 2018  
Vancouver

Created an app prototype and mockup for Hackhub.

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

#### 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

#### Lighthouse Labs

Jan - March 2020

Vancouver, Canada

Learned HTML/CSS/JS  
fundamentals

### Skills

Information Architecture

Empathy/Journey Map

Wireframe + Prototype

Userflow

Usability Testing

User Persona

HTML/CSS+ SASS/JS

Basic React/React Native

Wordpress

Git

Bilingual: Mandarin

### Software

Photoshop

Illustrator

After Effects

Xd

Sketch

InVision

Jira

Bit Bucket / Github

Git bash