

Yin Zhu (Amy)

Product Designer

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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