TINGTING YE

PRODUCT DESIGNER (UX/UI)

tingtingye.com/work

Based on San Francisco Bay Area

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EXPERIENCE

● **Facebook (via US Tech)** Product Designer | Feb. 2019 - Sept. 2019 | Menlo Park, CA

- Leading the design for Touchpoint 2.0, a powerful internal platform in Facebook Ads Growth team.
- Crafted UX flows, delivered and tested design and prototypes for web desktop version and help our small business marketing team to have better communication with advertisers.
- Worked on other internal tools design, such as "Channel List", "Tip Set", "Email Resurrection" etc.
- Through interviews and AB testing, I conducted a user study to allow users to participate in the design of the entire design process and worked with PMs, TPM, engineers and data scientists closely to define the new features.

● **eBay** Product Designer | Oct. 2018 - Jan. 2019 | San Francisco, CA

- Supported the N2 team international e-commerce project for China marketing, focused on creating amazing Buyer Growth experiences for the world's largest online marketplace.
- Created the "Haitao" app based on the web version for IOS and Android system. Designed the wireframe, user interface, prototypes with other designers in the team where our goal was bringing the next 100 million customers to eBay.
- Explored and developed new features that adaptive international marketing to iterate the design, and worked very closely with user researchers, PM and engineers. Launched a fully localized, multi-platform, end-to-end eBay shopping experience for China.

● **Tacpoint** UX/UI Designer | Oct. 2017 - Oct. 2018 | Burlingame, CA

- Designed user experience and user interface of SwingCash application for IOS and Android system and worked with engineering team to finish implementation. Launched the product based on New York city with 150+ collabratived clients.
- Worked on the wireframe, visual design, and interactive design, focusing on the design thinking brainstorming of the UX flows for the valuable feaures. Collabrate with business system analyst, UI designer, engineers, and user researcher.
- Supported other side design projects for a variety of clients, such as VISA, CyberSource, 8x8, etc.

● **Techworkers** Visual Designer | May. 2017 - Dec. 2018 | San Ramon, CA

- Designed pixel-perfect visual design for user interface elements with websites, event banners, campaign posters, and social media graphic. Also, worked on some interactive and animation design.

● **Securonix & PhysioCue** UI/UX Designer | Dec. 2016 - May. 2017 | Remote (Freelance)

- Worked on the website redesign and social media graphic design for the big event posters in Securonix.
- Worked on the website redesign for company's new product "Hypertension Therapy Devices" in PhysioCue.

EDUCATION

Academy of Art University (Master of Fine Arts)

Web Design + New Media

Sept. 2013 - Dec. 2016 | San Francisco, CA

Chengdu of Art University (Bachelor of Arts)

Digital Media

Sept. 2009 - Jul. 2013 | Chengdu, Sichuan China