

# ZIYI YANG

## SENIOR PRODUCT DESIGNER

[yangziyi11.github.io/portfolio](https://yangziyi11.github.io/portfolio)  
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812-349-8318

## WORK EXPERIENCE

### Samsung Electronics America

Senior Product Designer, Oct 2021 - Sep 2024

- Led a team of 3 other designers.
- Hosted workshop and collaborated with cross-functional team leaders in Samsung, as well as AT&T and T-Mobile to improve understanding of Samsung One UI.
- Developed process to work with QA team to ensure Samsung One UI compliant with AT&T and T-Mobile UX requirements.
- Lead team to improve Samsung MNO lab's internal project management solution by defining persona, user journey map, adapting design system and multiple rounds of usability study. Improved SUS score by 33%, and NPS by 80 points.
- Served in University of Washington HCDE collaboration program to help students conduct usability study on Samsung AR and foldable phone.

### Samsung Electronics America

Product Designer, Mar 2018 - Oct 2021

- Led design efforts for key features in Samsung's Push-to-talk B2B solution with AT&T. Samsung won IF Design Award 2021.
- Delivered end-to-end design for file transferring, tone management and location services in FirstNet Push-to-Talk app, ensuring seamless experience across both Android and IOS experience.
- Reduced reported issue of the key push-to-talk flow by 75% with successful redesign.
- Created user journey map, wireframes, mockups and prototypes to communicate design concepts and functionality. Conducted focus group research.
- Created and updated components in design library to maintain consistency across features and platforms. Helped design system owner to review and modify style guide during the initial design system setup stage.
- Actively helped clients to define UX requirement, published design guideline for developers and testers, owned UX issues, and worked with Level Access to ensure compliance with WCAG standard.

### FirstBuild

Interaction Designer, Contractor, Nov 2017 - Mar 2018

- Provided redesign for their Opal Nugget Ice Maker App, the mobile interface of their best selling product.
- Designed the full package for Opal cleaning kit, including box, instruction sheet and bottle label. The design is currently being reused in GE branded Opal cleaning kit.
- Created design, and prototype for the app for FirstBuild's experimental Dry Ager machine. Shown in the International Association of Culinary Professionals 2017 conference.

### Sphere

Interaction Designer, Sep 2017 - Nov 2017

### GE Appliances

Interaction Design Intern, May 2016 - Apr 2017

- Produced multiple fully interactive prototypes for both exhibition and user testing purposes.
- Supported poster design for community program collaborations.

### Indiana University Bloomington

Teaching Assistant of Undergraduate Capstone Class, Aug 2015 - April 2016

### Tsinghua University Human Factors Lab

Research Assistant, 2014 Summer

- Designed and Analyzed over 100 questionnaires with Minitab to study user's mental model.
- Hosted over 20 user testing sessions, and analyzed 40 recorded video sessions.

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## EDUCATION

### Indiana University, Bloomington

Master in HCI/D, Aug 2015 - May 2017

GPA (36 Credits): 3.7/4.0

- Skills: Co-design methods, prototype with different materials, user study methods, 3D modeling, machine learning

### Hong Kong University

Exchange Student in Industrial Engineering, Fall 2013

GPA (30 Credits): 3.9/4.3

- Sponsored by Fung scholarships
- Skills: Ergonomics, database, operation research, supply chain.

### Tsinghua University

Bachelor in Industrial Engineering, Human Factors Focused

GPA (171 Credits): 89/100

- Winner of the 2014 Challenger's cup innovation competition (team of 6).
- Skills: Experiment design and analysis, Human factors, Usability principles and evaluation methods, Hypothesis validation, Operations research, Engineering psychology, management science

## SKILLS

UX & UI Design  
Design System  
Competitor Analysis  
Usability Testing  
User Interview  
Prototyping  
Persona & Journey Map  
Agile Project Management  
Presentation  
Mentoring  
Leadership

## TOOLS

Figma  
Sketch  
Adobe Suites  
Hype  
HTML, CSS, Javascripts  
Python  
Minitab