

ZIYI YANG

SENIOR PRODUCT DESIGNER

yangziyi11.github.io/portfolio

yangziyi93@gmail.com

812-349-8318

WORK EXPERIENCE

Samsung Electronics America (Bellevue, WA)

Device UX, Senior product designer, Aug 2021 - Now

- Lead a team of 3 designers. Directly manage 2 contractors. Work with cross-functional teams to drive UX discussion with AT&T and T-Mobile client teams.
- Successfully launched One UI 4.x (S22, Fold4, Flip 4), and One UI 5.x (S23, Fold 5, Flip 5).
- Led team to improve Samsung MNO internal project management and reporting system. Work with VP and multiple stakeholders through the end to end process. Improved SUS score by 30%, and NPS by 80.
- Conduct weekly 1:1 with members in the team to give feedbacks and remove blockers.

Samsung Electronics America (Bellevue, WA)

FNPTT, Product designer, Aug 2019 - Aug 2021

- Worked on Mission Critical Push-to-talk user experience in a B2B project. Samsung win IF design award 2021.
- Collaborated with 3rd party researchers to conduct focus group research on first responders. Based on the research results, discussed and refined the requirements with client product teams and Samsung product teams.
- Led key features design and communication, including diagrams, wireframes, and visual mockups. Supported further research by providing prototypes.
- Worked with QA team, engineers and client product team to continue improve the design and resolve issues.

Samsung Electronics America (New Jersey)

Device UX, Product designer, March 2018 - Aug 2019

- Drove UX communication with Verizon, Sprint, and USCC for One UI 1.0.

FirstBuild

Interaction Designer, Contractor, Nov 2017 - Feb 2018

- Redesigned the Opal Nugget Ice Maker App, the mobile interface their best selling product.
- Designed the full package for Opal cleaning kit, including box, instruction sheet and bottle label.
- Created UX/UI design, and created a prototyped for exhibition purpose.

Sphere

UI Designer, Sep 2017 - Nov 2017

- Redesigned Sphere logo.
- Redefined their color palette and fonts.
- Collaborated with front end developers, I designed for desktop website and modified it to fit mobile phones.

GE Appliances

Interaction Design Intern, May 2016 - April 2017

- Designed the flow and user interface for the ultra fast pizza oven.
- Produced multiple fully interactive prototypes for both exhibition and user testing purposes.
- Supported poster design for community program., Generated logo design for Global supply quality team, and Edison Engineering Development Program in GE Appliances.

Tsinghua University Human Factor Lab

Research Assistant, 2014 Summer

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

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OTHER PROJECTS

Mermaid: Mobile Solution for Social Anxiety

2016 Autumn to 2017 Spring

Pay for the Meal: 3D Art Project

2017 Spring

- Solo project for Indiana University's Fine Arts 3D Modeling course.
- Combined Maya's precision for crafting detailed 3D models with Unity's interactivity to create captivating scenes.
- Merged technical expertise with artistic vision to design immersive user experiences. Demonstrated mastery in 3D modeling, texturing, and interactive coding.

Dogo: Motion Sensing Game with Leap Motion

2015 Spring

- Collaborated in a duo for a User Experience Design project at Tsinghua University.
- Developed an immersive motion-sensing game using Leap Motion and Unity, showcasing expertise in user-centered design.
- Defined target users and core gameplay, seamlessly integrating Leap Motion API with Unity for an engaging experience.

EDUCATION

Indiana University, Bloomington

Master in HCI/d, Aug 2015 - May 2017

Hong Kong University

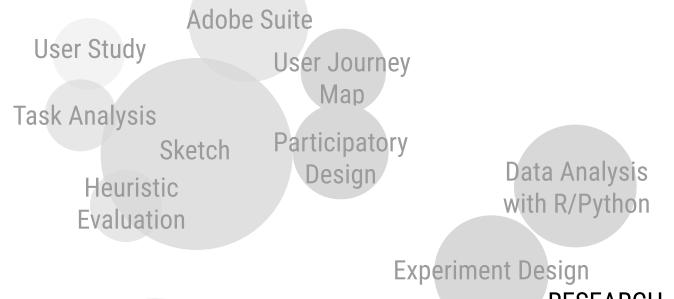
Exchange student in Industrial Engineering, Spring 2014

Tsinghua University

Bachelor in Industrial Engineering, Human Factor focused

PROFESSIONAL SKILL

DESIGN



RESEARCH



PROTOTYPE



SOFT SKILLS

