ZIYI YANG
SENIOR PRODUCT DESIGNER

yangziyi11.github.io/portfolio
pw: ziyiyang2024
yangziyi93@gmail.com
812-349-8318

WORK EXPERIENCE

Samsung Electronics America

Senior Product Designer, Oct 2021 - Now

- Led a team of 3 other designers in integrating Samsung One UI with client UX requirements, while devising localization solutions tailored for the North American market.
- Ensured safety launch of Samsung flagship phone, tablet and watch devices with AT&T & T-Mobile by collaborating with cross-functional team leaders, including engineers, other design teams, TPM, PM teams, and client product & UX teams.
- Led student team in UW HCDE program to conduct usability study on Samsung AR in 2019. Directed another designer on Flip 4 student UT in 2023. Results reported to senior leadership.
- Lead team to improve Samsung MNO internal web project management solution. Improved SUS score by 33%, and NPS by 80 points.
- Delivered competitor analysis report, qualitative & quantitative research report, wireframe, UI specifications, prototypes, and captivated final design presentations tailored for executives.

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 wireframes, mockups, and prototypes to communicate design concepts and functionality.
- Contributed to the evolution of the style guide to maintain consistency across features and platforms.
- Defined requirements, resolved UX issues, and ensured compliance with WCAG standard, by collaborating with cross-functional teams.

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
Balsamiq
HTML, CSS, Javascripts
Python
Minitab