

# ZIYI YANG

UX/UI Designer

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1-812-349-8318

## EDUCATION

### Indiana University, Bloomington

Master in HCI/d, Aug 2015 - May 2017

### Hong Kong University

Exchange Student, Spring 2014

### Tsinghua University

Bachelor in Industrial Engineering,  
Human Factor Focused  
Aug 2011 - May 2015

## SCHOOL PROJECTS

### Mermaid: Mobile Solution for Social Anxiety

It is my capstone project. I conducted user research, created two personas to identify user needs. Then, I conducted a participatory design session and did both low-fidelity & high-fidelity prototypes to test the design.

### Data Visualization in Stock Trading

This is my undergraduate capstone project. I used python to capture data in a Chinese online stock forum called "Xueqiu" and used d3.js as a visualization tool to decrease the perceived uncertainty in decision making process.

### Fitness Forum

It is a course project and I am in a team of four designers. Realizing the structures of most current forums were out-dated, we decided to redesign it to appeal to user needs. We analyzed modes of current fitness forums, studied how gyms work, and did 3 iterations to find out the possible solution to ensure efficient information processing and motivation.

## AWARD

### 1/10 Finalist, Involve Idea Competition

Shanghai, 2015

### Honorable Mention, Mathematical Contest in Modeling

USA, 2015

### First Prize, Challenge Cup at Tsinghua University

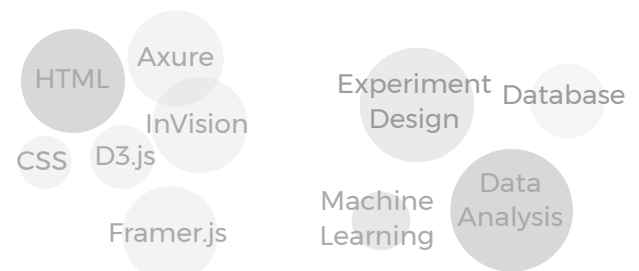
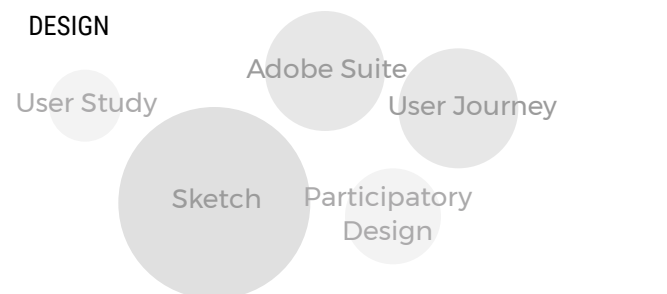
Beijing, 2015

### Fung Scholar Leadership scholarships

Hong Kong, 2014

## PROFESSIONAL SKILL

### DESIGN



PROTOTYPE

DATA

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## WORK EXPERIENCE

### ● Sphere

UI Designer, Sep 2017 - Now

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

### ● GE Appliances

Interaction Designer, May 2016 - April 2017

- Designed the flow and user interface for the upcoming ultra fast pizza oven.
- Prototyped data driven prototypes including Monogram Minimal Kitchen demo, GE Kitchen App, and GE Laundry App using Framer.js.
- Researched on smart home, slider, recipe website, laundry video tips, and CES 2017 for GE Appliances' future designs.
- Designed posters for Kentucky Science Center, which will be reused for upcoming years.

### ● Student Startup: Wenwen

UX/UI Designer, Jan 2015 - Jun 2015

- Cleaned and redesigned the user interfaces.
- Produced the style guide.

### ● Tsinghua University Human Factor Lab

Research Assistant, 2014 Summer

- Cooperated with United Technologies Research Center to designed the user interface of smart central air-conditioning system for Chinese customers.
- Designed and Analyzed over 100 questionnaires with Minitab to study user's mental model, managed over 20 user testing sessions, and analyzed 40 recorded video sessions.
- Produced a design involving over 20 pages of interfaces and prototyped it with Justinmind.