

# ZIYI YANG

UX/UI Designer

ziyiyang.netlify.app

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1-812-349-8318

## WORK EXPERIENCE

### **Samsung Electronics America (Bellevue, WA)**

UI Designer, Aug 2019 - Now

- Working on Mission Critical Push-to-talk user experience in a B2B project. Win IF design award 2021.
- Conduct focus group research on first responders, and formed reports to Samsung teams and client stakeholders. Prototyped key features to gather early user feedback.
- Work with client product team and Samsung product team to refine product requirement.
- Lead key features UI/GUI design and communication, including several critical, high importance features, and also a minimum viable product for a interim release.
- Work with QA team, and client product team to resolve UX issues.

### **Samsung Electronics America (New Jersey)**

UI Designer, March 2018 - Aug 2019

- Led UX communication for flagship devices, including Verizon Note 10 series (main UI lead), and Verizon Tab S4 (co-lead), which involves guideline review, propose improvements for both global design and NA carrier specific deltas, requirement review, and handling carrier/user feedback.
- Led UX communication with Verizon, Sprint, and USCC for one UI 1.0 upgrade.
- Participated in Advanced Project regarding Call Message connectivity.
- Form weekly North America trends on mobile industry report to share with the Mobile Network Operation division.

### **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.
- Designed, wireframed, and prototyped the dry Ager App.

### **Sphere**

UI Designer, Sep 2017 - Nov 2017

- 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 Design Intern, May 2016 - April 2017

- Designed the flow and user interface for the ultra fast pizza oven.
- Produced multiple fully interactable prototypes for both exhibition and user testing purposes.
- Supported post design for "A Bench for Caps" program with local school, logo design for Global supply quality team, and Edison Engineering Development Program in GE Appliances.
- Helped on desk research, and formed research reports.

### **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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## SCHOOL PROJECTS

### Mermaid: Mobile Solution for Social Anxiety

2016 Autumn to 2017 Spring

This is a course final project for 3D modeling project at Indiana University, and is a solo project. We use Maya to create 3D objects, and use Unity to construct the scene, and set logic for user operation.

### May for the Meal: Digital 3D Art Project

2017 Spring

This is a final project for 3D modeling course at Indiana University, offered by Fine Arts department. It is a solo project. We use Maya to create 3D objects, and use Unity to put things together with the scene and set logic for user operation.

### Dogo: Motion Sensing Game for the Elderly

2015 Spring

This is a course project for User Experience Design (2015) at Tsinghua University. I'm in a team of two. We use leap motion and unity to develop a motion sensing game. We defined the target user, the core of the game, and then implemented it with Unity and Leap motion API.

## EDUCATION

### Indiana University, Bloomington

Master in HCI/d, Aug 2015 - May 2017

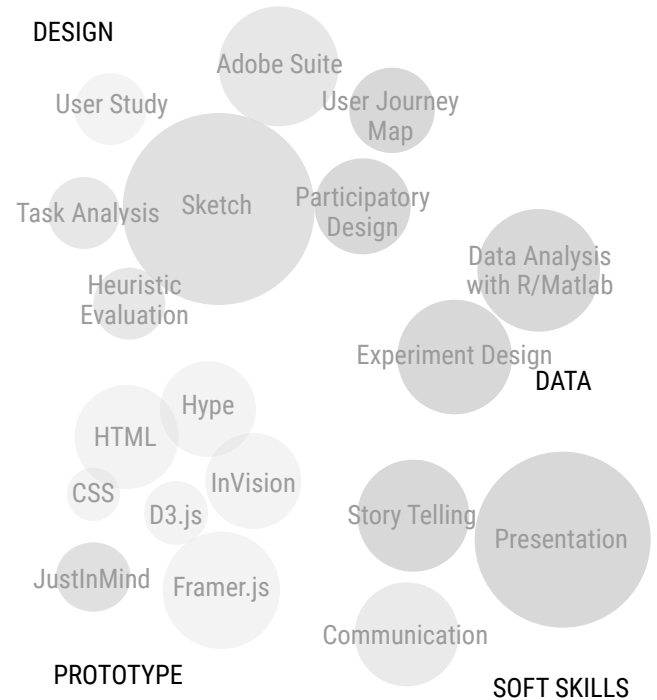
### Hong Kong University

Exchange student, Spring 2014

### Tsinghua University

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

## PROFESSIONAL SKILL



## AWARD

### Monthly Favorite Speaker, Talk Each Week, Samsung (Bellevue)

Bellevue, WA, 2020

### Finalist (1 of 10), Involve Idea Competition, Volve Cars (China)

Team of 3, Shanghai, 2015

### Fung Scholar Leadership scholarships

Hong Kong, 2014