Yiwei Gao

Portfolio: yiweig.com   Tel.: 646-812-7628   Email: ywdesign2020@gmail.com

Product designer with five years of experience. Successfully shipped multiple designs in mobile and web applications. Achieved 30% NPS increase and 42% view rate increase through creation of data-driven and user-centered design. Leveraged my background as an architect with systems thinking to develop simple solutions to complex problems.

Education

Bittiger X UX-Offer
UX Design Bootcamp, 2016

Cornell University Master of Architecture, Post-professional, May 2015

Hunan University Bachelor of Architecture, May 2014

Awards & Exhibitions

UX Design Hackathon 2020 Challenge Winner
Sponsored by Library of Congress, UXResult.com

DADA 2013 International Digital Infiltration Design Exhibition
Installation invited to be exhibited
(role: chief designer)

Skills

Competency
Product Design, Interaction Design, Rapid Prototyping, Design Research, 3D Modeling, Computational Design

Tools
Sketch / Figma / XD
Photoshop / Illustrator / InDesign, Premiere / AfterEffects
Principle / Protopie /Invision
Zeplin
Rhinoceros / Maya / Unity
Processing / HTML / CSS

Experience

Freelance Product Designer
New York, NY / June 2016 – Present

Indicative Projects:
- Archlio Submittal Management Platform

  (A platform for architects to manage and review submittals during construction).

  Designed the product from end to end individually. By simplifying the experience of co-reviewing and job prioritization, the efficiency of submittal review process was improved by 85%.

- Banmi Pregnancy School, Beijing Zhilehuo Tech. Co.

  (A mobile app with 30M+ DAU delivers content that solves pregnant parents' day-to-day concerns).

  Led the redesign of Banmi to improve user engagement. Redefined IA and user flow of "home" and "school" to simplify experience of content discovery and exploration. Developed new feature for content search. Developed prototypes to test design and iterated design with testing feedback. Developed UI and interaction. Through the redesign, Banmi's content view rate improved by 42%, and the average view time improved by 27%.

- VeeR VR Mobile

  (A VR video-sharing mobile app with 20M+ downloads in over 180 countries).

  Developed design of VR watching mode switching experience to improve learnability and ease of use. Conducted usability testing. The task success rate of VR mode switching improved from 22% to 78% after redesign.

Asymptote Architecture / Designer (Product & Architecture)
New York, NY / Jul 2015 – Aug 2017

- Chief product designer for Zumtobel IoT lighting solutions. Ideated use scenarios of smart lighting in future living environment. Designed visual and audio conversational interaction experience.

- Chief product designer for IoT smart city at-home e-commerce experience. Designed and developed the interface and user flow.

Hellmuth Obata Kassabaum Inc / Architect, Design Professional
New York, NY / Sep 2017 – Present

Registered architect in NY State. Worked on multiple projects in hospitality, residential, transportation and commercial.