

YI ZHANG

User Experience | Psychology

CONTACT

Portfolio: yizhangux.com

Portfolio Passwords:

- Laundry Dispenser: Innovation

- FirstBuild: Responsive

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SKILLS

Design

Information Architecture

Interaction Design

Interface Design

Storyboarding

User Flow

Wireframing

Prototyping

Research

Card Sorting

Competitor Benchmark

Contextual Inquiry

Heuristic Evaluation

Persona and Scenario

Usability Testing

User Journey

User Interview

Tools

Figma

Sketch

InVision

EDUCATION

M.S. in Human-Computer Interaction

Indiana University - Indianapolis, IN

08/2015 - 05/2017

B.S. in Applied Psychology

Zhejiang Sci-Tech University, China

09/2011 - 06/2015

EXPERIENCE

UX Designer

Whirlpool Corporation, USA

05/2020 - Present



- Led new-gen over-the-hood microwave and freestanding range experience design across brands, including Whirlpool, Maytag, Kitchenaid, and JennAir.
- Crafted experience for both on and off product innovations across laundry and kitchen appliances.
- Planned and conducted online and in-lab research for design validation and potential opportunities.
- Practiced due diligence and stayed in sync with all stakeholders for effective decision-making.
- Collaborated with all the designers (Industrial designer, UI designer, Motion designer, Advanced designer, Graphic design, and CFM) and built the vision for KitchenAid new experience brand language.

UX Designer

Letuie LLC, USA

03/2018 - 05/2020



- Revolutionized the Customer Relationship Management System experience.
- Enhanced the registration experience for an annual global event with 500+ host sites and 400,000 attendees.
- Increased event engagement by improving the experience of campus navigation, schedule tracking, and hospitality.
- Audited multiple products including public websites and mobile apps for customers and stakeholders.

UX Design Intern

GE Appliances, USA

06/2017 - 12/2017



- Responsible for UX&UI design and research.
- Built an intuitive website information architecture.
- Collaborated with developers and launched a beta version of the responsive websites across desktop HD, desktop, tablet, and mobile platforms.
- Communicated internationally with the stakeholders including project manager, marketing, and operations.

UX Designer

MISO, USA

09/2016 - 04/2017



- Defined pain points by conducting online surveys and in-person interviews with various stakeholders.
- Designed intuitive navigation and layout.
- Created modern UI for the website.
- Pitched a new website to stakeholders on-site and gained recognition.

UX Design Intern

Behemoth Network, China

06/2016 - 07/2016



- Integrated user experience philosophy into the development process and gained recognition from the team.
- Proposed a comprehensive design strategy based on competitive analysis.
- Provided solid revision suggestions for the released APP.

Usability Specialist

China Telecom, China

07/2013



- Identified usability problems by conducting Heuristic Evaluation on APP, WAP, and WEB.
- Created the script and defined the tasks with China Telecom.
- Conducted a Lab Usability Testing with 12 participants.
- Analyzed qualitative and quantitative data and proposed recommendations to China Telecom.