

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

EDUCATION

M.S. in Human-Computer Interaction

Indiana University Indianapolis, USA

2015 - 2017

B.S. in Applied Psychology

Zhejiang Sci-Tech University, China

2011 - 2015

EXPERIENCE

UX Designer

Whirlpool Corp., USA

5/2020 - Present



- Led the end-to-end design of Whirlpool's smart microwave-oven, ensuring seamless integration between product design and the accompanying app. Managed the conceptualization, design, and implementation phases to achieve a successful market launch. ([Whirlpool](#), [Maytag](#), [KitchenAid](#), [JennAir](#))
- Collaborated cross-functionally to drive decision-making, employing research methodologies such as competitive analysis, card sorting, usability testing, customer visit, and diary studies.
- Pioneered a sustainability project that significantly shaped the direction of the App strategy.
- Mentored junior designers, guiding them through the intricacies of the design process and achieving successful outcomes

UX Designer

Letuie LLC, USA

3/2018 - 5/2020



- Transformed the Customer Relationship Management System, optimizing user experience.
- Elevated registration process for an annual global event spanning 500+ host sites and attracting 400,000 attendees.
- Boosted event engagement through enhancements in campus navigation, schedule tracking, and hospitality services.
- Conducted thorough audits of multiple products, leading to significant improvements in user satisfaction and stakeholder processes.

UX Design Intern

GE Appliances, USA

6/2017 - 12/2017



- Responsible for UX&UI design and research.
- Built an intuitive website information architecture.
- Collaborated with developers to launch a responsive websites beta version across desktop HD, desktop, tablet, and mobile platforms.
- Facilitated international communication with stakeholders, including project manager, marketing, and operation teams.

UX Designer

MISO, USA

9/2016 - 4/2017



- 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

6/2016 - 7/2016



- Integrated user experience philosophy, earning team recognition.
- Proposed a competitive analysis-based design strategy.
- Offered robust revision suggestions for the released app.

Usability Specialist

China Telecom, China

7/2013



- Identified usability issues through Heuristic Evaluation on APP, WAP, and WEB.
- Scripted tasks and conducted Lab Usability Testing, collaborating with China Telecom.
- Analyzed qualitative and quantitative data and proposed recommendations to China Telecom.