YI ZHANG

User Experience | Psychology

CONTACT

Portfolio: yizhangux.com Portfolio Passwords:

- Smart Microwave Oven: HMIDesign
- Laundry Dispenser: Innovation
- FirstBuild: Responsive

Linkedin: Linkedin.com/in/yiizhang/

Phone: +86 187 6824 9602 Email: yizhangux@gmail.com

SKILLS

DESIGN

Information Architecture Interaction Design Interface Design Storyboarding **User Flow** Wireframing Prototyping

RESEARCH

UX Metrics

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 Corporation Chicago, IL 5/2020 - 5/2024



- Whiripool* Led end-to-end UX design for multiple smart home appliances, encompassing HMI and IoT App. E.g. smart microwave ovens across four major brands: Whirlpool, Maytag, KitchenAid, JennAir.
 - Drove cross-functional decision-making through comprehensive research, including card sorting, usability testing, and customer visits, resulting in data-driven design
 - Spearheaded a sustainability initiative that significantly influenced the company's IoT App strategy, aligning product development with eco-friendly practices.
 - Mentored junior designers on design processes and methodologies, enhancing team skills and project outcomes.

UX Designer

Letuie LLC Chicago, IL 3/2018 - 5/2020



- Redesigned CRM system, significantly enhancing user experience and operational efficiency.
- Streamlined registration process for global event with 500+ host sites and 400,000 attendees, improving user flow and data management.
- Increased event engagement by optimizing campus navigation, schedule tracking, and hospitality services interfaces.
- Led comprehensive product audits, resulting in measurable improvements to user satisfaction and stakeholder workflows.

UX Design Intern

GE Appliances Louisville, KY 6/2017 - 12/2017

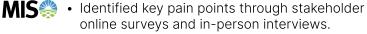


- Led UX/UI design and research, creating intuitive information architecture to enhance user navigation and content discoverability.
- Partnered with development team to launch responsive beta website, ensuring seamless experience across desktop HD, standard desktop, tablet, and mobile platforms.
- · Coordinated international stakeholder communications, aligning cross-functional objectives.

UX Designer



MISO Indianapolis, IN 9/2016 - 4/2017



- · Designed intuitive navigation and modern UI, enhancing website usability and appeal.
- · Successfully pitched new website design to stakeholders, gaining approval.

Usability Specialist



China Telecom China 7/2013

- · Identified usability issues across APP, WAP, and WEB through Heuristic Evaluation.
- Designed and executed Lab Usability Testing in partnership with China Telecom, including task scripting.
- Analyzed mixed-method data to deliver actionable recommendations, enhancing China Telecom's user experience.