

# YI ZHANG

User Experience | Psychology

## CONTACT

Portfolio: [yizhangux.com](http://yizhangux.com)

Portfolio Passwords:

- Smart Microwave Oven: HMIDesign
- 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  
UX Metrics

## 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



- 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 solutions.
- 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



- Identified key pain points through stakeholder online surveys and in-person interviews.
- 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.