



# YIWEN ZHAO

UX/PRODUCT DESIGNER

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## Professional Experience

**LadyMarry Wedding Planning App | Mountain View, CA** JAN 2017 - PRESENT

Product Designer - LadyMarry App (used by over 440K engaged couples)

- Designed the flow/interfaces of a new Android mobile product (featured by **Play Store**)
- Redesigned the LadyMarry style guide for the UX, PM, and development teams
- Worked as the main product designer for iOS vendor search and profile feature redesign, including icon set, congruent scenarios, and simple and intuitive interfaces

**Georgia Institute of Technology | Atlanta, GA** MAY 2014 - PRESENT

Web/Interaction Designer

- Redesigned websites and created interactive visualization, visual elements, and infographics for the Ivan Allen College and the Office of International Education at Georgia Tech and increased the traffic to the sites **over 28%**

**SAP/Concur | San Francisco, CA** MAY 2016 - AUG 2016

UX Design Intern - Triplt App Redesign (used by over 12 million travelers)

- Performed as the main UX designer in optimizing Triplt's share trip feature to increase productivity and efficiency for travelers. The project spans from brainstorming design concepts to high-fidelity prototyping (launched and featured by **Apple App Store**)
- Developed personas, storyboards & prototypes for new features and UI improvements
- Led participatory design and usability testing sessions (12 participants in total)
- Designed the Triplt iMessage 10 App with a cross-functional team in **7 days**

**Georgia Department of Economic Development | Atlanta, GA** AUG 2012- AUG 2013

Visual Design Intern, Global Marketing & Commerce Department

- Designed brochures, flyers, interactive emails, and newsletters to help the Department attract business globally while promoting brands for Georgia
- Conducted research on clients' features, values, goals, and needs (e.g. Fortune 500)
- Transferred broad and conceptual ideas into simple and elegant design

**Little PINK Book Group | Atlanta, GA** MAR 2013 - AUG 2013

Graphic/Web Design Intern, Online Services and Advertising Team

- Redesigned the company's website, improving overall user experience
- Created emotionally engaging designs and improved existing features online

## Projects

**Yelp Recipe - Yelp Design Challenge** *UX Research & UI Design Mobile*

- Made high-level contributions to product strategy by identifying new opportunities
- Design mobile specific recipe sharing experiences that are delightful and engaging

**Smart Trainer - App Design for Workout Enthusiasts** *UX Research & UI Design Mobile*

- Created UI for an Android app using real-time motion tracking technology to help users correct forms during their workout
- Conducted user interviews and usability testing and iterated design based on feedback

**Zipcar Rental & Parking Service ReDesign** *Service & UI Design Desktop & Mobile*

- Analyzed shared key pains and seek opportunities for current Zipcar rental service
- Created new customer journey map along with new UI design based on user research

**GIFline - GT Experimental Television Lab** *UX Research & UI Design Tablet*

- Designed a social companion app that empowers TV viewers to aggregate, organize, and share sequences of GIFs, which enriches the communal experience of watching TV

**Auburn Avenue - Augmented Reality Experience Design** *PM & UI Design Mobile*

- Designed an AR app to enrich the experience of visitors and residents of Auburn Ave

## Education

**Georgia Institute of Technology**

M.S. Human-Computer Interaction  
GPA 4.0/4.0 AUG 2015 - MAY 2017

**Georgia Institute of Technology**

M.S. International Affairs  
GPA 3.8/4.0 AUG 2013 - AUG 2015

**Southern Polytechnic State University**

B.S. Technical Communication  
GPA 3.9/4.0 AUG 2010 - DEC 2012

## Skills

### Design & Research

Heuristic Evaluation  
Contextual Inquiry  
Storyboarding  
Wireframing  
Survey/Questionnaire Design  
Low-Fi/Hi-Fi Prototyping  
Information Architecture Diagrams  
Interviews & Focus Groups  
Usability Testing  
Screen Flows  
Persona  
Competitive Analysis  
Motion/Micro-Interaction Design

### Software & Tools

Illustrator, Photoshop, Origami  
Keynote, Framer.js, Flinto  
InDesign, After Effects  
Invision, Justinmind, Proto.io  
Balsamiq Mockups, Sketch  
OmniGraffle, Principle  
Axure, Microsoft Office

### Programming

HTML5/CSS3, JavaScript, Python

## Honors & Awards

### 1st Place - Triplt Sharing Project

2016 Best Concur Internship Projects

### Final Top 17 - Project Smart Trainer

2016 IEEE 70th Student Challenge

### 1st Place - Project Smart Trainer

2016 Georgia Tech HackCIC Competition

### 2016 Design is Human Atlanta Presenter

Service Redesign for Zipcar

### 2016 GVU Research Showcase Presenter

GIFline Social Companion App Design