



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

Starbucks Self-Order Kiosk Interface Design *UX Research & UI Design Kiosk*

- Designed a kiosk to create a simple, fast, and seamless order experience for customers

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