

Yihui Zhu

Seeking UX/UI Position

www.yihuizhu.design

password: cedar

CONTACT

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EDUCATION

Apr. 2019 | Ann Arbor

Master of Science in Information (Human-Computer Interaction)

University of Michigan
School of Information

Jun. 2016 | Shanghai

Bachelor of Engineering Industrial Design

Donghua University School of
Mechanical Engineering

Jun. 2016 | Shanghai

Bachelor of Science Applied Psychology

East China Normal University
School of Psychology and
Cognitive Science

SKILL

UX Methodology

Human-centered Design,
Persona, Storyboard,
Wireframing, Contextual
Inquiry, Usability Test, A/B
Testing, Survey, Diary Study

Tool

Figma, Sketch, InVison,
Adobe Creative Suite (PS, AI,
InDesign), A-Frame

Programming (Basic) HTML,
CSS, Javascript, Python, C++

EXPERIENCE

Logic Solutions. Inc

UI/UX Designer | Oct. 2019 - Present | Ann Arbor

- Designed an MVP for a healthcare insurance mobile app with user-centered approach, achieved a great balance between user experience, client's requirements, and technical constraints
- Designed watch apps to supplement the health insurance product family
- Re-designed a website for a healthcare organization, including refining the information architecture and enhancing the UX and UI design
- Designed several enterprise-faced web app (SaaS) which helps users to manage the business
- Designed the wire-frames and hi-fidelity prototypes for a smart vacuum cleaner focusing on re-branding the UI design
- Quickly on-boarded with various projects, helped with UI adjustments and graphic production
- Regularly wrote blogs to share UX knowledge and project experience
- Conducted quality control for an e-commerce platform

Niftic Agency

Design Intern | Jun. 2018 - Aug. 2018 | Washington D.C.

- Designed mobile web app based on human behavioral theories, justified the best design(s) through A/B testing
- Iterated based on A/B testing results, increased user conversion and client's profits significantly
- Designed responsive websites, implemented on WordPress with front-end developers

Shanghai Quzhi Network Technology Co., Ltd.

UX Design Intern | Jan. 2016 - Mar. 2016 | Shanghai

- Conducted weekly user observations and surveys about how people use vending machines and advocated iterations
- Prototyped H5 pages for mobile app distributing product samples and gathering feedback
- Collaborated with developers and UI designers, maintain project schedule, did QA before release