

# YOLANDA TIAN

A PROACTIVE UX AND PRODUCT DESIGNER

[yolandatian.com](http://yolandatian.com)

[ye.tian97@outlook.com](mailto:ye.tian97@outlook.com)

2015959062

## 🎓 EDUCATION

### Pratt Institute

*M.S. Information Experience Design*

Aug 2019 - May 2021

### University of Science and Technology Beijing

*B.Eng. Industrial Design*

Aug 2015 - May 2019

## 👉 EXPERIENCE

### Slang | Conversation Design Intern

*Startup, Voice Technology for eCommerce, NY*

Jan 2021 - Present

- Initiated and refined conversation flows of 5 critical intents for 3 customer service IVR chatbots using Lucidchart and Google Dialogflow.
- Worked in a highly iterative environment, conceptualized innovation strategy, chatbot personas, and fixed usability issues using Google Data Studio.
- Held sample scripting workshops as a UX writer to resolve complex scenarios.

### HireBeat | Product Design Intern

*Startup, AI-powered Recruiting Product, NY*

Aug 2020 - Dec 2020

- Established the web product from 0 to 1 under technical constraints, and created high-impact end-to-end user flows in a highly collaborative team.
- Developed innovative user interfaces and interactive models that leverage next-generation web product to improve productivity and operational efficiency.
- Revamped product from insights of Google Analytics and customer interview. Improved landing page conversion rate by 40% through A/B Testing.

### Samsung Electronics | UX Research Intern

*2020 Mobile Innovation Team, Beijing*

Jun 2020 - Aug 2020

- Explored app ideas for 2 significant trends that happened after COVID-19.
- Delivered Samsung app innovation proposals by utilizing cutting-edge qualitative and quantitative research methods.
- Compiled data-driven research insights into actionable implementations.

### Designity | Freelance UX Designer

*Design Agency, NY*

Jan 2020 - Apr 2020

- Produced high-quality UX design solutions through user flows, wireframes, high fidelity interfaces, prototypes, and design systems to increase conversion.
- Led concept and ideation sessions with cross-functional team members and stakeholders. Nominated on the 'Creative Designer of the Week'.
  - **R2.ai (SaaS Product)** Simplified the B2B enterprise experience of the CRM dashboard and illustrated more informative data visualization.
  - **Ondot Systems (a part of Fiserv)** Created scalable banking apps on iOS and Android platforms using accessible design system.

### Center for Digital Experiences | UX Consultant

*Pratt Institute, NY*

Sep 2019 - Present

- Revitalized 'New York Cares' website volunteer experience and clarified information architecture applying mix-method usability research techniques.
- Delivered trip planning feature for 'Hoptale' iOS app, leveraging unmoderated interview, heuristic evaluation, and guerrilla testing with 14 targeted users.

## 📄 CERTIFICATION

### UserTesting Partnered Course

UserTesting - Issued Feb 2020 No Expiration Date

## 📄 SKILLS

UX Research, Interviews  
UX Design, Visual Design  
Interaction Design  
Competitive Analysis  
Information Architecture  
Persona, Wireframes  
Storyboard, Journey Map  
Affinity Diagram  
Rapid Prototyping  
A/B Testing, Usability  
Heuristic Evaluation  
Data Visualization

## 📄 SOFTWARE

Figma, Adobe XD  
Sketch, Abstract, InVision  
Principle, Flinto  
Illustrator, Photoshop  
Premiere Pro, After Effects  
Google Analytics  
Google Data Studio  
Google Dialogflow  
HTML, CSS, C++  
JavaScript, React  
Tableau, Python, SQL  
Hotjar, Azure, Unity  
Lucidchart, Miro, Jira

## 🏠 INTERESTS

Conversational Design  
Accessibility Design  
Usability Analysis  
Agile/Lean UX  
Design System

## 🌐 WEB

### LinkedIn

[linkedin.com/in/yolanda-tian](https://www.linkedin.com/in/yolanda-tian)

### Medium

[yolanda-tian.medium.com](https://yolanda-tian.medium.com)

