

Yating Zhang

UX/Product Designer based in Seattle, WA

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Experience

Wyze Labs. — Product Designer II

Seattle, WA | Oct 2020 - Now

- The lead and only designer for app shop redesign from initial north star ideation, planning out roadmap to final execution. Work collaboratively with PMs, community team, operation team, engineers, and co-founders.
- Design the online experience and shopping experience for wyze website and wyze service. Some examples of my work would be: the redemption flow of Wyze services, product pages unified hero design, shop page, and homepage redesigns.
- Participate in the user research process with user researchers and help in data analysis. Execute user research result document afterwards.

Bytedance — UX Designer

China | March 2019 - August 2019

- Crafted UX flows and designed user interface of Space and Drive components on multiple connected devices including web and mobile. Owned design on storage and import center, file information, version history, synchronous disk, shared folder permission system, etc.
- Worked in collaboration with product managers and web front-ends on daily iterations.
- Participated in design system building and maintaining. Revised and updated visual design and color system of the entire suite of products.

Haier — UI/UX Designer

China | May 2017 - July 2017

- Re-designed and prototyped the interface of the Casarte rice cooker.
- Designed and conducted contextual inquiries via 5 home visits and follow-up interviews. Analyzed and synthesized responses to uncover new functions and interactions for the rice cooker.

Kingwin Home Deco. — Industrial Designer Assistant

China | JUNE 2016 - AUGUST 2016

- Designed and built 3D models based on the specifications. Leveraged 3D modeling to facilitate communication between engineers and designers.

Photon Media — Graphic Designer

Champaign, IL | JANUARY 2018 - AUGUST 2018

- Selected colors, fonts, photographs, layouts, and other design elements to communicate creative concepts visually.
- Brainstormed and designed events and brand logos.

Projects

Wyze App Shop Redesign — Product Designer

- Reimagining the app shop shopping experience and building it as the center shopping place of our ecosystem.
- As one of the core members of this project, I led building information hierarchy, product design and interaction/visual design.

Education

University of Washington,

M.S. Human-Computer Interaction + Design

September 2019 - August 2020

University of Illinois at Urbana-Champaign,

B.A. Industrial Design

August 2014 - May 2018

Skills

DESIGN

User Experience Design
Visual Design
Information Architecture
Journey Mapping
Storyboarding
Prototyping
Wireframes
Illustration
3D modeling
Data visualization

RESEARCH

User Interviews
Usability Testing
Culture Probe
Competitive Analysis
Personas

TOOLKIT

Figma
Sketch
Adobe Photoshop
Procreate
Zeplin
Principle
Invision
Adobe XD
Tableau
HTML/CSS