# YINGYING ZHANG

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Portfolio: yingyingz.com/portfolio / LinkedIn: linkedin.com/in/zhangyingying

## SKILLS

User Experience Design, User Research, Requirements Gathering, Storyboarding, Wireframing, Prototyping, Online & Offline User Testing, Comparative Analysis, HTML, CSS, JavaScript , E-Commerce, Wordpress

## TOOLS

Axure, Balsamiq, InVision, Adobe Creative Suite (Photoshop, Illustrator), Sketch, Post-its!

## WORK EXPERIENCE

**Experience Designer** - Fluid inc, Oakland, CA                    Sep  2013-Present

Product UX team of one for Fluid software products:

1. Fluid eXpert Personal Shopper (XPS), empowered by AI, engages in a dialog with shoppers to help them find, learn about, and buy the products that best fit their specific needs. Customers include The North Face, 1-800-Flowers.
2. Product Customization/Visual Mix & Match Saas solutions. Customers include Fender, MMs, Reebok, Sur La Table, GenerationTux.

General responsibilities for these two products:
- Design and maintain product level design deliverables (wireframes and interactive prototypes)
- Conduct comprehensive researches with users as well as on competitive products
- Provide design guidance for customer implementation projects

XPS:
Portfolio: www.yingyingz.com/portfolio/fluid-expert-personal-shopper
- Worked with team to explore product concepts, from research to MVP features to initial UI concepts
- Worked with team to redesign new mobile experience for The North Face, launched in 04/2016
- Help team better understand XPS performances and user journeys, by building customer performance dashboards with PostgresSQL and programming internal tools with HTML, CSS, JavaScript
- Designed the admin suite from scratch (user interviews, brainstorms, storyboards, sketches)

Product Customization/Visual Mix & Match:
- Created Fluid mobile customizer, with customer launches since 2015
  (Portfolio: www.yingyingz.com/portfolio/fluid-product-customization-visual-mix-match-saas-solutions)
- Improved and enriched existing desktop customization and visual mix & match experiences
- Collaborate with product managers and development team to upgrade Saas platform & admin suite

Other fun facts:
- I am the go-to "handmade card maker" for colleague special events, e.g. baby showers, going-away parties, pre-wedding parties :)
- Organized our annual Fluid Olympics in 2016.

**User Experience Engineer** - Accolo inc, Larkspur, CA                    Aug 2011-Sep 2013

Revamped design for Accolo's SaaS application, a Cloud Recruiting platform used by customers like DexOne, Farmers, UBM, Emulex, XPrize Foundation, and Stanford University
Portfolio: www.yingyingz.com/portfolio/accolo-cloud-recruiting-platform-uxui-makeover
- Sole UX and Visual Designer, collaborated with the team to rethink and redesign the application: analyzed existing platforms, conducted user tests to identify usability improvements, made prototypes

for proof of concepts, etc; own all design deliverables: user flows, wireframes, prototypes and mockups
- Provided support across teams, including requirements gathering/project planning, identifying new product features, working with developers and jumping into front-end development (HTML, CSS, ExtJS) / QA testing / customer support as needed

**Freelance Designer/Developer**      Oct 2010-Oct 2012
- Designed, developed and launched 10+ websites (WordPress/ BigCommerce/ HTML/ CSS/ JavaScript), including online stores, company websites, and personal portfolio; provided ongoing consulting and support on user experience, content strategy, web marketing and SEO
- Designed various materials such as logos, cards

**Developer Intern and Web Developer** - designRACY LLC, LA      Jan 2011-Dec 2012
- Collaborated with designers to develop websites on a pixel-perfect level.
- Launched 10+ websites, using CMS (e.g WordPress, Shopify) or HTML/CSS/JavaScript; designed and developed designRACY's company website in WordPress

**Web/Graphic Designer Intern**- Green Lifestyles, LA      Jun 2010-Aug 2010
- Provided design for Green Lifestyles' website (logo, look & feel, content) and IT support
- Assisted three TV shows and one raw food workshop, got great feedback from happy participants

## RELATED EXPERIENCE

**Blogger, Writer on User Experience/Products**
I write and translate articles, videos and other materials into Chinese to empower and inspire user experience designer & product manager communities in China:
- www.yingyingz.com/blog
- www.yingyingz.com/_fun/published-writings-translations

## PROFESSIONAL ORGANIZATIONS

**Toastmasters International (Marin):**
- Area Governor (07/2014-06/2015): Oversaw four clubs; awarded title "Selected Distinguished"
- Club Officer – VP Education (07/2013-06/2014)

## EDUCATION

Coursera (Massive Online Open Courses)      2012, 2014
- Human Computer Interaction, Design: Creation of Artifacts in Society, Gamification

**M.S.** in Computer Science, University of Southern California (USC)      May 2011

**B.S.** in Computer Science, Xi'an Institute of Post and Telecommunications      Jul 2009

## HONORS & AWARDS

- 2nd Place our of 14 clubs (Division-level), Toastmasters Humorous Speech Competition (2013)
- Various awards at Z-Ultimate Karate Tournaments

## RECOMMENDATIONS

Visit: linkedin.com/in/zhangyingying