

Yin Zhi Wang (Celine)

UI/UX Designer

yinzhi-wang.com
yinzwang@umich.edu
734-730-8625

EXPERIENCES

Futureform Lab/ User Experience Designer

Dec 2020 - Present Vancouver, Canada

- Consulting with a Seattle-based startup on design research & strategy for its mobile app.
- Cooperating closely with the business, product and engineering team, and guiding the product roadmap by utilizing UX insights from expert interviews and A/B testing.
- Creating prototypes for all major flows on Figma and Maze for presentation and testing.
- Leading the UI design, branding and the creation of UI library.
- Leading the design of some major features.

PROJECTS

Embrace senior users in Smart Doorbell Usage/ UI & UX Designer

July - Aug 2020 Ezviz Lifestyle TV App | Capstone Project

- Collaborated with Ezviz Lifestyle, a brand with 30+ million users worldwide.
- Designed to solve painpoints seniors would have when using smart doorbell on TV.
- Evaluated the design through 10 interviews and 15 usability tests.
- Our final design taken in by the in-house UX Design team at Ezviz among 3 student teams.

Keru Wesbite Redesign for Volunteer Application / UI & UX Designer

June - Aug 2020 Website Redesign | Freelance Project

- Redesigned Keru's online platform to gave users more control over applications.
- Crafted core workflows and roudmap, and created a new UI set for better branding.
- Aligned design to embrace its evolving business from offline to online service.
- The design proposal was accepted in late 2020.

BeauT: Track Comestics/ UI & UX Designer

Aug - Oct 2020 Mobile App | Independent Project

- Independently completed an app design that allows users to manage beauty products.
- Deeply dived into the unsolved problem of procrastination on discarding expired products.
- Designed interfaces, developed branding, provided high fidelity design and prototypes.

DESIGN FOR PHYSICAL SPACE

SAIC MFA Show 2020/ Co-urator, Exhibition Designer

Sept 2019 - Apr 2020 Sullivan Galleries, Chicago

Guggenheim Museum/ Curatorial Internship

June 2018 - Aug 2018 New York City

EDUCATION

School of the Art Institute of Chicago

M.A. in Art History
Chicago, Sept. 2018 - May 2020

*Completed 2 grad-level courses on UI/UX design at school.

University of Michigan

B.A. in Art & Design, History of Art
Ann Arbor, Aug. 2013 - Dec. 2017

LaiOffer Bootcamp

UX Design
Remote, May - Aug. 2020

SKILLS

Heuristic evaluation
Contextual inquiry
Interaction design
Competitive analysis
Usability testing
UI Design
Wireframing
Affinity mapping
Card sorting
User interview
Data visualization
Information design
Graphic design

TOOLS

Proficient in Figma, Adobe XD, Principle, Sketch App, InVision, Photoshop, Illustrator, InDesign.