

# QIQI YANG

## Product Designer

*I am a cross-disciplinary designer who works with the user-centered design process currently seeking entry-level product designer roles.*

## EXPERIENCE

### UX/UI Co-Op

**United Parcel Service** | June 2022 - Present

- Created customer personas and journey maps by synthesizing customer pain points and values, and generated opportunities to orchestrate and digitize supply chain services
- Promoted supply chain management strategies to 40+ affiliates internally and externally by creating visualizations (e.g., value cards, sales sheets)
- Built Adobe Analytics panels to analyze 10+ supply chain customers' interactions on a visibility platform, which helps improve user flows and create customizations

### Product Designer

**Technologies & International Development Lab** | January 2022 - May 2022

- Designed a web-based dashboard that gathers and organizes Covid-19 related social media content to assist community partners' outreach and reduce Covid-19 misinformation
- Collaborated with developers in implementing design prototypes to working platforms

### UI/UX Design Intern

**Newel Corp.** | February 2021 - May 2021

- Led the redesign of date ideas creation feature of a mobile app that fosters healthy relationships between couples
- Developed interfaces for an internal use online dashboard in obtaining user data, posting date ideas, and creating push notifications

## PROJECTS

### UX Designer & Researcher

**GTag** | August 2021 - December 2021

- Designed a combination of accessible mobile app and physical tag to communicate visual information on grocery items' packaging to visually impaired and blind people
- Established visual and audio style guides referring to WCAG 2.0 mobile accessibility guidelines
- Refined user flows and interfaces based on user feedback

### Product Designer

**Fribo** | October 2020 - December 2020

- Applied user-centered design methods in designing a mobile app for grocery inventory
- Involved users throughout the whole design process, including user research activities like semi-structured interviews and surveys, card sorting, formative and summative evaluations

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## EDUCATION

### Georgia Institute of Technology

**MS Human Computer Interaction**

August 2021 - May 2023

GPA 4.0 / 4.0

### University of Illinois Urbana-Champaign

**BS Food Science & Human Nutrition**

*Minor in Art & Design, Informatics*

August 2017 - May 2021

GPA 3.84 / 4.0

## SKILLS

### Design

Interaction Design / Visual Design / Experience Design / Storyboarding / Information Architecture / Data Visualization / Sketching / User Flow / Wireframing / low & high-fi Prototyping / A/B testing / Illustration / 3D Modeling

### Research

Usability Testing / Interview / Survey / Competitive Analysis / Task Analysis / Contextual Inquiry / Affinity Mapping / Persona / Journey Map / Heuristic Evaluations

## TOOLS

### Design

Figma / Adobe XD / Axure RP/ ProtoPie / Sketch / Illustrator / Photoshop / InDesign / Premiere Pro / SolidWorks / Invision

### Research

Qualtrics / Miro / Tableau / Adobe Analytics

### Development

Python / Unity3D / HTML, CSS