

QIQI YANG

UX Designer

I am a data-driven UX Designer dedicated to crafting top-tiered user experiences that optimize user journey while balancing business goals.

EXPERIENCE

User Experience Supervisor

United Parcel Service | July 2023 – Present

- Led **Design Thinking Workshops** for cross-functional teams to identify needs and opportunities in building new features for company's supply chain management platform, resulting in the generation of design concepts which were prioritized for development.
- Identified feature enhancement opportunities by analyzing customer feedback and monitoring customer usage using **Web Analytics**.
- Utilized an iterative design process for feature developments including ideating ideas, creating **Wireframes**, and conducting **Usability Tests**.
- Feature enhancements efforts resulted in a 250% increase in platform visits Year over Year, and a 101% retention rate of active users.
- Conducted **Competitive Analysis** on fourth-party logistics solutions and consolidated insights, which were applied in redesigning **Information Architectures** for logistic platform to provide customized views.

UX/UI Co-Op

United Parcel Service | June 2022 – May 2023

- Created **Customer Personas and Journey Maps** for different departments (e.g., logistic distribution, healthcare) to assist product managers develop customer experience strategies.
- Utilized Power BI to create an **Interactive Data Visualization** for presenting logistic services provided by the platform.
- Designed **Visual Communication** materials (e.g., event posters, sales sheets) for product marketing efforts.

UX Designer

Technologies & International Development Lab | January 2022 - May 2022

- Generated interface designs on filters and tagging feature for a web dashboard that organizes Covid-19-related social media content to help reduce misinformation.
- Performed a **Participatory Design Workshop** with community partners on designing craft social media post and resource bank features.

UX Design Intern

Newel Corp. | February 2021 - May 2021

- Organized **Card Sorting** activities for redesigning the date ideas search filters of a mobile app that fosters healthy relationships between couples.

PROJECTS

UX Designer

GTag | August 2021 - December 2021

- Designed a comprehensive system comprising an accessible mobile app and physical NFC tags to convey information from grocery items' packaging to visually impaired individuals.
- Established **Visual and Audio Style Guides** referring to WCAG 2.0 mobile accessibility guidelines.

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EDUCATION

MS Human Computer Interaction

Georgia Institute of Technology

August 2021 - May 2023

GPA 4.0 / 4.0

BS Food Science & Human Nutrition

University of Illinois Urbana-Champaign

Minor in Art & Design, Informatics

August 2017 - May 2021

GPA 3.84 / 4.0

TOOLS

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 Evaluation / Concept Evaluation / Clickstream Analytics / Web Analytics

TOOLS

Design

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

Research

Qualtrics / Miro / Tableau / Power BI / Adobe Analytics / Excel / FullStory / Whatfix

Development

Unity3D / Python / HTML, CSS