Yixin Yin

User Experience Designer/Researcher

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Experience

Product Designer | *Freelance*
Internet | May 2023 - Present

- Collaborating with founders and engineers to design a Web-based AI-powered legal assistance platform for tenants to manage leasing contract
- Defining product strategies based on **market research**, executing the end-to-end design process from ideation, creating and maintaining the **design system**

UX Designer | *UW Medicine (Capstone Project)*
Healthcare | Jun - Aug 2022

- Created **the nationwide first mobile App** for enhancing recovery care journey after cesarean with Labor & Delivery Department
- Defined product needs by user research, led product design from wireframing to hi-fi prototype with validation from **A/B testing** and 2 rounds of evaluation, presented design solution to stakeholders and future sponsors for further development and investment

UX Consultant | *Information Accessibility Research Association*
Technology Consulting | Mar - Aug 2021

- Achieved **91%** on client satisfaction rating by providing **accessibility consulting, UX research and design solutions** to **10+** enterprise clients
- Conducted **qualitative and quantitative user research and accessible UX design** for client's products, collaborated with cross-functional teams to develop reliable solutions, managed and presented multiple projects in fast-paced setting

Selected Client Projects:

Design Lead 17EdTech Inc.   China top EdTech company

- Developed **China's first K-12 EdTech product** focus on users with dyslexia and color-weakness/blindness
- Led literature review, conducted 3 expert interviews, designed before/after survey, analyzed and visualized **3000+** survey responses to support design ideation, produced **10+** inclusive prototype based on research findings

UX Designer JD.com Inc.   Worldwide top ecommerce company

- Developed product accessibility **design system** and iterated UX design, resulting in **26% increase in positive accessibility ratings** by users
- Identify **22** design issues by heuristic evaluation, mapped **user journey** and **service blueprint**, generated **40+** redesign advice and **8** redesign prototype to enhance accessibility and usability

UX Researcher TCL Tech   Worldwide top electronics company

- Devised the research of elder users interacting with smart TVs for product iteration
- Led desk research, conducted **12** elder user interviews and competitive **usability testings**, converted **170+** usability issues into **20+** design and business insights

Accessibility Consultant Tencent   Worldwide highest grossing multimedia company

- Conducted in-depth business and industry research based on product lines and market landscapes, delivered potential growth strategies that were deployed into **5+** of client's products' long-term strategic plans

Education

University of Washington Seattle
Sep 2021 - Dec 2022
M.S Information Management
UX Specialization

University of California San Diego
Sep 2014 - Jun 2018
B.A Psychology

Skills

Design
Interaction Design
Service Design
UI Design
Information Architecture
Design System
Wireframing
Prototyping
Usability Testing
WCAG Compliance

Research
Competitive Analysis
Contextual Inquiries
User Persona
Journey Map
Service Blueprints
Survey Design/Analysis
Qualitative Coding
Data Analysis
Data Visualization

Toolkit
Figma
Sketch
InVision
Adobe XD/Photoshop
Balsamiq
ProtoPie
Miro
Tableau/Python/SQL
HTML/CSS/JavaScript