

Yin Zhu (Amy)

Product Designer

A designer that creates business impact using design methodologies including problem-solving, empathy and research.

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EXPERIENCE

Product Designer - CoPilot AI (Individual / Teams)

Jan 2019 - Present / Vancouver

Defined, researched, designed, owned and shipped high impact features for a LinkedIn Automation Software that made it onto Canada Business's Growth List 2020

- ▶ Owned and shipped major features like Multiple Campaigns, Filters and Export, and Inbox Card View which helped company expand revenue, increased stickiness, and reduce workflow time
- ▶ Improved the efficiency and cost of conducting usability tests
- ▶ Conducted audits and research that provided data to make high impact decisions regarding product direction
- ▶ Set accessibility standards across the platform

UX/UI Contractor - Medoclock

Aug 2019 - Nov 2019 / Remote

Designed a mobile digital health management solutions to help primary caregivers better manage for their loved ones going through chronic illness with stakeholders and other caregivers

- ▶ Worked with stakeholders to solve for complex UX problems with regards to household communication, medication management and appointments
- ▶ Interviewed primary stakeholders for context gathering and iterative design through usability testing to ensure the design met their needs

UX/UI Designer - Hackhub

Jan 2018 - Sept 2018 / Vancouver

Created an app prototype and mockups for Hackhub, a hackathon hosting platform and launched the platform through product hunt which became #4 product of the day as well as increased the site traffic by 500%

- ▶ Conducted primary and secondary research, competitive analysis, journey mapping and user research that provided the team deeper insights towards users

Research Assistant - Health Design Lab

Sept 2017 - March 2018 / Vancouver

Provided solutions to help caregivers going through dementia to have a better mental support system

- ▶ Conducted a review of the interaction design of Careteam from caregiver's perspective. Focused on helping family members with dementia through human-centered design research
- ▶ Created a probe toolkit that allows our client to gather better research insights regarding the thoughts and emotions of caregivers.

EDUCATION

Emily Carr University of Art + Design 2013-2019
Vancouver, Canada
B.Des, Interaction Design

Lighthouse Labs
Jan - March 2020
Vancouver, Canada
Learned HTML/CSS/JS fundamentals

SKILLS

Usability Testing
User Research
Wireframe + Prototyping
User Persona
Empathy / Journey Map
Information Architecture
HTML / CSS / SASS / JS
Git

SOFTWARE

Adobe Suite
Figma
Invision
Miro
Jira
Bitbucket / Github