





Yiping Zhou

UX / PRODUCT DESIGNER

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EXPERIENCE

Product Designer, ShipOut Inc.

May 2020 - Present | Remote, CA

Designed a Supply Chain Management Solution that powers B2B among E-Commerce companies and Warehouses

- Collaborated effectively with stakeholders, subject matter experts, product managers and developers in a design sprint environment, and maintained customer relationships and feature launch workshops to solve critical questions;
- Increased the use rate by 60% via innovative interaction designs in Q3 2020;
- Formed the collaboration flow across teams, and contributed to product strategy and decision-making with the team lead.

Owned Multiple Design Projects for SaaS/Enterprise Products

- Owned multiple design projects (Order, WorkOrder, Billing Automation, Client Center, etc) and drove the end-to-end UX design process from problem framing, prototype, usability test, iteration to development handoff;
- Designed an end-to-end app (hybrid UX and UI) that helps users work with IoT devices in real-time and raises their efficiency, and created journey maps for different users (administrators, standard users with multiple learning abilities).

Led an Entirely New Design System

- Led a sustainable design standard and cohesion across teams and 4 platforms to ensure design and development consistency and maintaining;
- Actively reached out to development teams and drove a milestone project forward based on the roadmap.

Product Design Intern, Alipay@Alibaba Group

Feb 2020 - May 2020 | Remote, TX

- Led user research in 4 cross-border supermarkets in Austin, analyzed overseas payment needs and behaviors, and turned conceptual ideas into proposals;
- Completed product requirement document and built prototypes through wireframe, interaction, and 3 rounds of iterations and usability testing;
- Performed in internal team challenge meetings and got an A+ intern rating.

UX Researcher, HomeAway@Expedia Group

Feb 2019 - May 2019 | Austin, TX

- Accomplished a UX report on trust concerns in the house-sharing market;
- Conducted 725 surveys on Amazon MTurk to discover differences based on age range, usage frequency, and analyzed heatmap and Area of Interest supported by eye-tracking tests to understand trust priority.

UX Designer, Apple Inc. Design Contest X Chinese Univ.

Jan 2017 - Oct 2017 | Hangzhou, China

- Led a mobile accounting app that aimed at group bill split in TestFlight;
- Initiated 2 innovative features that were finally realized by Alibaba and WeChat's payment app and won Apple Inc. App Design Contest.

EDUCATION

University of Texas at Austin

Dec 2020 | Austin, TX

MS., Information Science (STEM)

Track: UX & Product Design

Zhejiang University

Jun 2018 | Hangzhou, China

B.Eng., Industrial Design

Minor, Entrepreneurship

Management

HONORS

- Red Dot Award
- Apple Inc. Design Contest
- 1st in China Internet+ Competition

HOW I DESIGN

Talk to people first

Understand users with **empathy**

Design for **user needs**

Utilize design tools to **prototype**

Evaluate in **scenarios**

Iterate in practical details

DESIGN SKILLS

Wireframing, Interaction Design, Rapid Prototyping, Visual Design, Motion Design, Storyboarding, Information Architecture, Video Production, 3D Modelling.

RESEARCH SKILLS

Heuristic Eval, Competitive Eval, Interview, Affinity Map, Persona, Journey Map, Usability Test, Eye-tracking.

DESIGN TOOLS

Adobe Creative Suite, Sketch, Figma, Axure, Principle, Flinto, InVision, Rhino, Keyshot.

TECHNICAL TOOLS

HTML, CSS, C, Unity, Arduino, MATLAB.