Yiping (Evelyn) Zhou

Senior UX professional with UX/UI framework and system thinking,
passionate about simplifying complex problems into intuitive user flows.

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EXPERIENCE

Staff Product Designer, Plume Design

Oct 2021 - Present | Austin, TX

Led multiple high-impact enterprise projects with successful launches, collaborated with 5+ cross-functional teams and different levels of stakeholders: PMs, frontend/backend/API engineers, marketers and customer success directors.

- Built a financial data visualization dashboard and analytics tool, reviewed with CEO/executive leaders, received unanimous positive feedback and adopted for board meetings.
- Created and iterated on a SaaS tool to set up, configure, and monitor campaigns that connect businesses and end users through display, tracking, automation and analytics, supporting 350+ businesses and 40M homes with 2.5B devices, increased subscriber by 12.5%, NPS by 33.8%, reduced churn by 18%.
- Designed an AI chatbot for service providers, cut support costs by 67% including service calls and sending technicians, helping 50+ businesses build sustainably.
- Designed a B2C property, payment, and network automation management system for residents and property managers, impacting 150+ businesses, 3.5k+ units.

Created tools and process that drove collaboration, team efficiency and the user-centered design culture.

- Led dark and Light mode design systems that save designers' time by 50%, and cut engineer workload by 40% across desktop and mobile platforms.
- Collaborated with broader product team to hold reviews and enhance quality. Set design milestone plans for the roadmap to align business goals and user needs. Facilitated customer feedback sessions to foster a customer-obsessed culture.

Product Designer, ShipOut

May 2020 - Sep 2021 | Los Angeles, CA

Led UX design and innovation on 5 supply chain/E-commerce projects

- Designed a supply chain management for E-commerce companies and warehouses, increased the usage rate by 60% through innovative designs;
- Led the end to end UX design from problem framing, user flows, wireframes, prototype, usability test to development handoff and QA, for features like Order, Work Order, Billing Automation, Client Center, achieved 25% customer growth.
- Collaborated on a app for real-time IoT device scan, reduced user input time by 40% and created journey maps for different user roles.
- Developed a sustainable design system used across 4 platforms and multiple teams to ensure design and development consistency.
- Partnered cross-functionally in design sprints, facilitated launch workshops, led company-wide design thinking workshops and applied data-driven prioritization methods to support product strategy and decision-making with the team lead.

UX Researcher, Expedia

Feb 2019 - May 2019 | Austin, TX

- Completed a user research report on trust concerns in the house-sharing market, presented key findings to the Trust team and received positive feedback.
- Conducted 725 surveys on Amazon MTurk to discover demographics differences (age range, usage frequency, etc.) and analyzed heatmaps and Area of Interest from eye-tracking tests to identify trust priorities.

EDUCATION

University of Texas at Austin

2020 | Austin, TX

MS., Information Studies
Track: UX & Product Design

Zhejiang University

2018 | Hangzhou, China

B.E., Industrial Design
Minor, Entrepreneurship Management

HONORS

- Red Dot Award (2015)
- Apple Inc. Design Contest (2017)
- 1st China Internet+ Competition (2018)

HOW I DESIGN

Understand the users
Align **design** and **business** goals
Prototype with design thinking
Organize design sprints
Validate and **iterate** with user
feedback and **metrics**

DESIGN SKILLS

Wireframing, Interaction Design, Rapid Prototyping, Visual Design, Motion Design, Storyboarding, Information Architecture, Video Production

RESEARCH SKILLS

Interview, Affinity Map, Persona, Journey Map, Usability Test, A/B Test, Competitive Eval, Heuristic Eval, Card Sorting, Field Observation, Eye-tracking

DESIGN TOOLS

Figma, Adobe Suite, Origami, Sketch, Framer, Axure, Protopie, Flinto, Principle, InVision, Omnigraffle, Balsamiq, Rhino, Keyshot, Keynote

TECHNICAL TOOLS

HTML, CSS, C, Unity, Arduino