

YANG ZHAO

Design Entrepreneur with strength in **user experience**, degree in **computer science**, and experience in **product management**

portfolio: yangz.co

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EXPERIENCE

lynda.com

UX Designer

07/2014 - present

- › Leading the interaction and visual design for lynda's group products, which became the No.1 online education solutions for government/corporate/university in the US.
- › Working closely with product managers, UI engineers and stakeholders at all levels.
- › Turning business needs and ideas into actual products from scratch.
- › Creating design assets and supporting engineering team throughout the product development process.

Sobrr

Director of Product (founding member)

01/2014 - 09/2014

- › Worked with the CEO and other founding members to brainstorm ideas by interviewing target users and studying potential use cases.
- › Reinforced a complex product strategy within engineering and design groups, ensuring a shared vision and increasing momentum across development initiatives.
- › Designed the interactions and interfaces for the Sobrr iOS App and Android App.
- › Defined Sobrr branding guide and visual language to create a cohesive experience.
- › Pitched to several angel investors. Sobrr finally closed angel round funding of 1.1M with IDG Capital Partners.

VMWare

Interaction Design Intern

06/2013 - 08/2013

- › Designed and implemented (in HTML/CSS/JS) a mobile web app that facilitates the communications in big learning events (used in VMWorld2013&2014).
- › Developed workflows, interaction flows, wireframes and proposed new features.
- › Conducted user research with 10+ users to validate the design in various iterations.
- › Redesigned a variety of features on the currently existing web application.

Freelance

Consulting Designer

2012 - present

- › Consulting designer for a variety of early stage startups in SF Bay Area and China.
- › Led the mobile app design of Vigo, which is an energy gauge tracking eye blinking and quantifying alertness.
- › Designed the first mobile app of Orbeus, which is an image recognition platform.

EDUCATION

UC Berkeley

Computer Science/Human-Computer Interaction 2010 - 2014

- HCI Coursework: UI Design, User Research, Human-Centered Design, Data Visualization, Product Design & Development, Web Architecture

SKILLS

Design Thinking

user-centered design
data-driven design
participatory design
emotional design

Design Methods

brainstorming
interviewing
focus groups
surveying
contextual inquiry
culture probes
personas
wireframing
prototyping
heuristics
usability testing
A/B testing

Design Tools

Sketch
Photoshop
Illustrator
Fireworks
InVision
OmniGraffle
Balsamiq
Dreamweaver
After Effects

Product Management

MVP (minimum viable product)
product opportunity assessment
data-driven decision-making
product viability validation

Programming

HTML5
CSS3
JavaScript/jQuery/D3.js
Ruby on Rails
Python
Java
C/C++