

Yi Tang

UX Designer

Making products simple, sustainable, and inclusive.

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SKILLS

Product Design
AR VR Design
Wireframing
Information Architecture
Storytelling
Prototyping
Design Research
Usability Testing
Visual Design
3D Fabrication

TOOLS

Design

Sketch / Figma / Axure
Principle / InVision
Adobe CS
Keynote

Programming

HTML / CSS
Tableau / R

EDUCATION

MS Human Centered Design & Engineering

U of Washington

2017 – 2019

BS Industrial Design

U of Washington

2012 – 2016

EXPERIENCE

UX Designer / Artefact

July 2019 – Current / Seattle, WA

Consulted for leading company in a variety of industries, including AR/VR, healthcare, social media, content streaming, and retail.

- **Defined interaction frameworks for an AR wearable**
Tasked with designing and prototyping utility apps to refine app-model thinking in the medium of AR wearable. Delivered sets of scalable and responsive frameworks and documented through Figma wires, hi-fi comps, motion studies and a working prototype built by dev member on team.
- **Facilitated user re-engagement in content streaming**
Redesigned the onboarding and content organization experience for a content recommendation mobile app. Established multiple mechanisms that encourage feedback for tuning the preference engine. Project included design sprints, Sketch wires, InVision prototype, and product documentation.
- **Envisioned sustainable retail for 2030**
Created a shared vision and business strategy for a well-known retail company to expand their brand as a sustainability leader. Generated 40+ Horizon 3 business model concepts and brought them to life through 4 future scenarios.
- **Designed for holistic diabetic assessment using Patient-Reported Outcomes**
Consulted for a series of product releases that translate patients' data into actionable insights to support HCPs (Healthcare Professionals) who have different levels of expertise.
Built a set of visual assets to align internal understanding of an end-to-end HCP experience, based on insights from a series generative workshops with key stakeholders.

UX Design Intern / EA

Jun 2018 – Sep 2018 / Redwood City, CA

Redefined game exploration in the 5G context.

Led a cross-platform (mobile + web) streaming project to optimize the cloud-gaming experience through persona study, research synthesis, user journeys, user flows, and screen mockups.

Collaborated with PMs, designers and researchers to define flows and UI states for Twitch integration, membership promotion and more.