# Yi Tang
## UX Designer II

# Making products simple, sustainable, and inclusive.

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## SKILLS

Product Design
UX Strategy
Rapid Prototyping
Storytelling
AR/VR Design
Design Research
Usability Testing
Design System
3D Fabrication

## TOOLS

**Design**
Figma / Sketch
Principle / InVision
Adobe CS Keynote

**Programming**
HTML / CSS
Tableau / R

## EDUCATION

**MS Human Centered Design & Enginering**
U of Washington

2017 – 2019

**BS Industrial Design**
U of Washington

2012 – 2016

## EXPERIENCE

### UX Designer II / Amazon

May 2021 – Current / Seattle, WA

Amazon Prime is the world's largest subscription program that offers subscription services across **25 marketplaces worldwide** with customizations for locales and customer use cases.

As part of the **WW Prime UX team**, I focuses on amplifying the **value awareness** and engagement of membership and benefits through 1) revamping the **membership gateway CX** and structure in an engaging and WW scalable manner; 2) defining a **modular framework** with other journey owners to deliver Prime value cohesively across Amazon touch-points.

- **Gateway CX Revamp:** Leading the Prime membership page (PMP) redesign based off qualitative and quantitative data. Defined page goal and rebuilt info structure to demonstrate membership value throughout customer lifecycles, from acquisition, onboarding, engagement to retention. Improved cross-benefits engagement by >30% and enabled replication of successful experiments across locales.
- **WW Scalability:** Expanding PMP template WW to 10+ locales in JP, EU, MX and IN. Supported global partnership by localizing the CX specific to locale program differences. Created and evolving functional guidelines to ensure flexibility while enabling CX replication cross-locales and keeping brand consistency.
- **Cross-team Collaboration:** Initiated collaboration mechanisms with PMP co-owners – product, brand, marketing, engineering, benefits and other design partners, which enables efficiency and transparency in roadmaps and experiments.
- **Strategic Planning:** Led 4 design sprints for the design team and partners. Generated 20+ creative solutions to incorporate into the overall UX strategy.

### UX Designer / Concentrix Catalyst, Artefact

Aug 2020 – May 2021 / Concentric Catalyst
July 2019 – July 2020 / Artefact

Designed for leaders in **AR/VR, healthcare, social media, content streaming, gaming**, and **retail**. Clients include **Meta**, **Target**, **Tableau**, **AARP**, **Eli Lily**, **Likewise** and more. Example Impacts include:

- Designed 2 utility apps for the Meta AR wearable from 0 to 1 using Figma prototypes and motion studies. Collaborated with engineer to prototype in Unity.
- Raised Tableau online learning platform completion from 22k to 59k, decreased bounce rate by 26%, build product roadmap for FY21 & 22.
- Designed 3 product releases for Eli Lily that translate patients' data into actionable insights to support diabetic therapy decisions.

### UX Design Intern / EA

Jun 2018 – Sep 2018 / Redwood City, CA

**Redefined gaming experience 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.