

Beini Yang

Experience, Product Design

Focusing on user interactions and experiences, I'm interested in deliver digital solutions for companies that value users.

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Work Experience

Roady UI/UX Intern

2019.7- Present, Chicago IL

Design for Roady app, which functions as a social activity calendar

- Define UX goals based on user feedback & social influence.
- Create possible features for future stockholders. Use **Figma** to collaborate. Create **A/B testing** based on existed screens, run user testing.
- Use **Google Material Design** in Figma. Decide color choice and create dark theme version for Roady.

UIC OVCR Web Designer

2019.1 - 2019.7, Chicago IL

Design an online form submitting system for researchers conducting proposals

- Initiate website structure, using card sorting and quick testing.
- Design **user flow**, make **wireframe** and alternatives for A/B testing.
- Provide **UI guidance** for new features. Recommend workflow and usability improve. Work with the developer team on CSS style code, using Webflow.

Caterpillar UX Strategist

2018.5 - 2019.1, Chicago IL

Provid CAT with strategies to sell tracked data from their machines

- Conduct **user interviews**, distinguish CAT's user persona.
- Suggest marketing plans for CAT's digital service package, including price.
- Visualize future possible web/mobile interfaces that CAT might build.

Kruz Kruz Design Inhouse Digital Designer

2016.1 - 2017. 2, Shunde China

- Design user interfaces on KruzKruz's electrical devices.
- Run market researches on smart home trend.
- Participate in **brand researches** and write articles for the company's social media.

Key Projects

Xiaoyou-mobile app 2016, China

Work in a team of 4 to help Xiaoyou app, which is a **startup** group developing

e-commerce products for student life. Analyze user needs & do competitive analysis and provide 2.0 future interfaces for Xiaoyou's next fund round.

Education

University of Illinois at Chicago

MD Master of Design

GPA 3.75

2017-2019, Chicago

South China University of Technology

BE in Industrial Design

GPA 3.72

2014-2017, China

Skills

Software

- Adobe PS
- Illustrator
- Indesign
- Adobe XD
- Invision
- Sketch
- Figma
- Html
- CSS
- C#

Design & Development

- Competitive Analysis
- Usability Testing
- Journey Map
- Persona & Scenario
- A/B Testing
- Wireframe

Achievements

A's Design Award Silver Award

Package design for traditional plastic bagroll