

# Yining Zhou

Designer of thoughtful, beautiful, and easy-to-use digital experiences

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## Education

**Master of Science in Information - Human Computer Interaction** (GPA: 3.91/4.0)

@ **University of Michigan**, Ann Arbor, MI | August 2015 - May 2017

- Award: Honorable Mention of Student Design Competition at 2016 CHI Conference

**Bachelor of Management in Information - Information Science** (GPA: 3.72/4.0)

@ **Renmin University of China**, Beijing, China | August 2011 - June 2015

- Awards: Merit Student, Scholarships for Academic Excellence

## Experience

### Product Designer

@ **CBS Interactive**, San Francisco, CA | December 2017 - present

- Lead iterative Product Design in an Agile environment for both Download.com and Chowhound.com, two of the premium CBSi brands serving millions of users globally
- Responsible for user interaction design across multiple platforms, including web, mobile web, and native app (iOS, Android)
- Research, plan, conceptualize, refine and detail designs to provide the great user experience as well as accessible, understandable and easy-to-use products

### UX Designer

@ **Design Sprints Made Easy**, New York, NY | August 2017 - November 2017

- Redesigned the Air App (iOS) and crafted high-quality interface designs that met the requirements and expectations of both the business and the passionate users
- Created and developed detailed storyboards, prototypes, mockups and other visual deliverables that effectively communicate design ideas

### UX/UI Designer

@ **Silver Club Memory Programs**, UMich, Ann Arbor, MI | August 2015 - April 2016

- Responsible for product usability and ensuring a delightful user experience for the Moments App (iOS), aimed at providing senior care for Alzheimer's patients through an easy-to-use interface
- Conducted comprehensive user research to define user needs, including literature review, contextual inquiries, interviews with experts and end users, and a focus group
- Created user flow, wireframes and multiple iterations of both Lo-Fi and Hi-Fi prototypes
- Performed 2 rounds of usability testings to improve individual features and user interfaces
- Awarded as the Top Finalist of the 2016 CHI Student Design Competition; research paper archived in the ACM Library

## Design Skills

Affinity Diagram  
Contextual Inquiry  
Comparative Analysis  
Focus Group  
Heuristic Evaluation  
Interaction Design  
Interview / Survey  
Rapid Prototyping  
Responsive Web Design  
Sketching  
Storyboarding  
UI Design  
Usability Testing  
Wireframing

## Design Tools

Adobe Illustrator  
Adobe Indesign  
Adobe Photoshop  
Axure RP Pro  
InVision  
Marvel  
Sketch

## Programming

HTML5 / CSS3  
JavaScript  
Python  
PHP / MySQL

## Interests

Chinese Calligraphy  
Illustration  
Portrait Photography  
Cooking