

Yan (Ingrid) Zhu

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EDUCATION

Cornell University, College of Bower Computing and Information Science, Ithaca, NY
Master's in Information Science, User Experience Design Track, GPA: 4.11

May 2023

Cornell University, College of Arts and Sciences, Ithaca, NY

Bachelor of Art in Psychology, Bachelor of Art in Information Science (UX Concentration), GPA: 3.89
Honors and Awards: Clare Booth Luce Research Scholars Awards, Dean's Honor List

December 2022

Selected Coursework: Advanced Game Design and Development • Human Computer Interaction Design • Product Management • Project Management • Web Design and Programming • App Design and Prototype • Data Visualization • Rapid Prototype and Physical Computing • Human-Centered & Inclusive Design • Object Oriented Programming and Data Structure

SPECIALIZED SKILLS

UX & Product Design: User Research, User Interface Design, Competitive Analysis, Storyboarding, Wireframing, User Journey Mapping, App Design, Front-End Web Design, Human Computer Interaction Design, Visual Design, Product Design

Professional Tools: Figma, Miro, Sketch, Unity, Notion, Tableau, Power BI, Fusion 360, Adobe Illustrator, Adobe XD, Axure

Technical: Python, Java, HTML, CSS, PHP, JavaScript, R, SQL, Arduino, GitHub

RELEVANT EXPERIENCE

User Experience Designer (Capstone), *Google*, Remote

Jan 2023-May 2023

- Led a team of 5 UX designers to design a dedicated startup and SMB page with end-to-end user flow that addresses startups business goals and improve product discovery experience with optimized visual and information hierarchy.
- Conducted competitive analysis of cloud solution providers, pinpointing 5 customer pain points in the discovery and selection process for startups and SMBs. Translated findings from 8 interview sessions into a comprehensive problem statement for GCP.
- Designed and delivered 3 iterated solutions of integrated AI chatbot, customized customer community and application, and smart product comparison tool with 15+ screens to enhance user trust and support for Google Cloud users in this demographic.

Design Lead, Level Designer, *Advanced Game Design and Development*, Cornell University

Jan 2023-May 2023

- Led a design team of 3 artists and 2 UI designers with 5 developers to design and create game concept arts, visual designs, and UI controls for the 2D two-world stealth action mobile game *The Preservation Project*, developed for iOS and Android
- Designed 30 levels and missions that required the players to navigate through two distinct worlds with different environmental hazards and enemy types, while maintaining a stealthy approach to avoid detection by utilizing various game mechanics

User Experience Designer (Capstone), *PepsiCo*, Remote

Aug-Dec 2022

- Led a team of 4 UX designers to define the project goals, scope, and requirements for the redesign of the Power BI based PepsiCo E2E material waste diagnostic management platform and conducted extensive user research to make informed design decisions
- Improved business intelligence analysis efficiency by reducing clicks and simplifying information hierarchy in 10+ pages and dashboards, implemented 6+ new interaction designs, proposed customization plan for gamified and efficient user experience
- Delivered 3 iterations of interactions and visual design with Figma after identifying key user challenges and workflows from 12 stakeholder interviews and synthesized user research results with affinity diagram and user journey mapping

Product Manager Intern, *Tencent*, Shenzhen, CN

Jun-Aug 2021

- Supported customer acquisition and business strategy planning of cloud service GVoice (Tencent Game Voice) under Interactive Entertainment Group with Agile methods and conducted competitive analysis with 10+ cloud communication service
- Optimized GVoice performance on *Honor of Kings*, *PUBG mobile*, and *LOL mobile* in the third major beta testing, monitored daily engineer meetings, maintained Product Requirement Documents (PRD) and weekly customer growth KPIs with Jira
- Collaborated with cross-functional teams on the marketing campaign between GVoice and Qualcomm Snapdragon and received 5000+ views; launched GVoice global SDK version on Unreal Engine, Unity, and Nintendo and received 25+ client adoptions

User Experience Research Intern, *FunPlus*, Beijing, CN

Oct 2020-Jan 2021

- Conducted user pain points research for the core SLG products *State of Survival* and *King of Avalon* with 9000+ users in North America, Europe, and Asia markets using SurveyMonkey and PlaytestCloud and proposed customer retention plan
- Designed and led 3 customer engagement observation sessions and usability testing schemes with 50 participants
- Collaborated with producers to design new alliance system in *State of Survival* based on usability and concept testing results