

Jingying Yao

UX Designer | Driven by Curiosity and Creativity

(470)-855-2415 | jingyingyao97@gmail.com | www.jingyingyao.com | www.linkedin.com/in/jingying-yao

Work Experience

Emory AppHatchery

UX Designer | Dec 2023 - now

- Analyzed user and market data and conducted user research to uncover insights that **shaped product evolution and strategy**.
- Redesigned the Georgia TB Guide Mobile App, **impacting 3000+ Georgia users**.
- Presented research findings and proposed redesign solutions to stakeholders through clear, concise, and visual formats, **driving actions to enhance the product's user experience**.

Rivian Automotive

UX Researcher | May 2022 - Aug 2022

- **Enhanced both external and internal users' work efficiency by 65% in the management of 10000+ chargers** by articulating complex design decisions for Rivian Energy Cloud to diverse stakeholders, thereby driving critical design enhancements.
- **Created a comprehensive user assessment database** to guide design decisions for European in-vehicle radio features, potentially **impacting 10000+ customers**. Conducted long-term desk research to ensure the database's relevance and utility.
- **Improved vehicle Infotainment user experience** by collaborating with the senior researcher to conduct In-car Usability Testing and analyze Likert Scale, Task Completion Rate and Qualitative Feedback to inform the stakeholders.
- **Established User Behavior Model** by collaborating with the senior researcher to collect and analyze the **Human Factors Data** and Qualitative Comments on the highway driving assistive feature of the vehicle system.

CIOT Robotics

Ux Specialist | Jul 2020 - May 2021

- **Increased the overall customer purchase rate by 37%** by creating new interactive design solutions in different corporate contexts (Haidilao Hotpots, Emperor Cinemas, etc.)
- **Improved user task efficiency and completion rate by 50%** through rebuilding product Information Architecture and User Flow, and applying Multi-modality Solutions to current products.
- **Spearheaded impactful user-centric research and design initiatives**. Collaborated closely with engineers and product managers to **integrate human-factors guidelines into the product development lifecycle**.

Beike Studio

UX Designer | Jun 2017 - Jun 2019

- **Designed multiple XMU Systems**, including Psychology Consulting System, Employment System, etc.
- **Led team** to build these systems based on my designs, **impacting 30000+ students'** campus lives.
- **Delivered campus design workshops** to junior designers and students regularly.

Education Experience

Georgia Institute of Technology

MS. in Human-Computer Interaction | Aug 2021 - May 2023 | GPA 4.0

Xiamen University

BE. in Digital Media Technology | Sep 2015 - Jun 2019 | GPA 3.5

Skills

Design

- Prototyping, Sketching, Wireframing, User Interface Design, User-centered Design, Design Thinking
- Infographics, User Journey Map, Affinity Map, Empathy Map, Service Blueprint, Process Flows, Site maps, Stakeholder Map, Storyboard, Persona, Video Editing, Visual Design, Motion Graphics, 3D Modeling, HTML, CSS

Research

- User Interview, User Survey, Contextual Inquiry, Observation, Focus Group, User Diary Study, Usability Testing, A/B Testing
- JTBD Analysis, Scenario Testing, Stakeholder Analysis

Tools

- Adobe Creative Suite, Figma, Sketch, Invision, Tableau, Blender, Protopie, Axure, Miro, Confluence, Jira, Google Analytics