

YIHUI WANG

Service Designer | User Experience Designer

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WORK EXPERIENCE

Truist Bank | Service Designer

Aug. 2022 - Apr. 2023 | Charlotte, US

Collaborated with cross-disciplinary teams on Client Journey Transformation initiatives across small business and commercial client segments:

- **UX Research:** Conducted 13 stakeholder interviews, competitor analysis, and customer surveys to define personas and user scenarios, uncovering current pain points, unmet needs, and design opportunities for the end-to-end small business digital lending experience.
- **Service Blueprint & Customer Journey Mapping:** Led data synthesis activities, transferring research insights into 6 sets of service blueprint maps and customer journey maps. Translated insights into actionable design improvements.
- **Co-creation Workshop:** Organized and facilitated multiple hybrid workshops, each with 50+ participants. Designed sets of frameworks for ideation, evaluation, and prioritization activities.
- **Wireframing:** Translated intangible concepts into high-fidelity wireframes and mockups to create an innovative and intuitive small business digital lending experience using Figma.
- **User Flows:** Visualized internal and external user workflows of the loan origination and servicing process through user flows and efficient interactions with Miro.
- **Prototyping:** Developed functional prototypes in Figma to guide decision-making and foster collaboration with stakeholders, developers, and other cross-functional teams, incorporating feedback to refine and iterate toward a user-centered digital lending experience.
- **Virtual Communication:** Delivered impactful research reports, aligning design decisions with desired business impact and 2023 strategy priorities. Presented findings to business stakeholders and executives, enabling effective communication and informed decision-making.

Wayfair | Product Designer

Jan. - Jun. 2022 | Boston, US

Worked as a product designer for the Ideas & Advice ideation project at Wayfair's UXD team during the Spring 2022 Co-op program.

- **UX Research:** Led competitive research on 17 retail industry competitors, identifying best practices to create seamless and enjoyable shopping experiences.
- **Usability Testing:** Conducted desktop and mobile usability testing with 14 participants by using UserTesting.com, utilizing human-centered methods to identify pain points & client needs.
- **User Interface Design:** Translated research insights into actionable design solutions by creating wireframes for both mobile and desktop users.
- **Prototyping:** Collaborated closely with UI, Content Design teams, and developers to evaluate and iterate designs, resulting in efficient and intelligent solutions.
- **Communication & Facilitation:** Facilitated cross-functional stakeholder communication, creating dynamic roadmaps and facilitating collaboration sessions.

Deloitte & SCAD | UX Design Researcher

Sep. - Nov. 2020 | Savannah, US

- **UX Design & Research:** Conducted and collaborated with Deloitte to reimagine the online interaction and framework of the Gov. site. Translated research insights into impactful UX designs, with a focus on disability service features for app and web platforms.

Philips | Service Design Intern

Mar. - Jun. 2019 | Shanghai, China

Contributed to 2 healthcare service projects: 5G Telemedicine Ultrasound Solution and Stroke Management Program

- **User Research:** Facilitated group interviews with ultrasound techs to define pain points for the 5G Telemedicine Ultrasound Solution.
- **Service Mapping:** Service Design Mapped the stroke rehab service process with a service blueprint to ensure consistent care and designed 2 digital rehab game concepts to encourage post-hospitalization training.
- **Workshop Facilitation:** Co-facilitated 3 in-person workshops with cross-functional teams to evaluate stroke rehab game concepts. Demonstrated expertise in design research, service mapping and ideation, and workshop facilitation.

EDUCATION

Savannah College of Art and Design (SCAD)

MFA. Service Design

2019 - 2022
Savannah, US

East China University of Science and Technology

BA. Product Design

2014-2018
Shanghai, China

SKILLS

Design

Qualitative Research
Quantitative Research
Service mapping
Journey maps
Service Blueprint maps
Persona
Prototyping
Wireframes
Usability Testing
A/B Testing

Software

Figma
Miro
Sketch
UserTesting.com
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Microsoft Office

Languages

English
Mandarin

AWARDS

SCAD Scholarships
2019-2020
2020-2021
2021-2022

Indigo Silver Winner in
Mobile Interaction &
Experience Category 2021