

YIHUI WANG

User Experience Designer | Service Designer

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EDUCATION

Savannah College of Art and Design (SCAD)

Savannah, GA
MFA. Service Design
May 2022

East China University of Science and Technology

Shanghai, China
BA. Product Design
2014-2018

SKILLS

Design

- Service blueprinting
- Service prototyping
- Stakeholder analysis
- Scenario development
- Qualitative research
- Quantitative research
- Storyboarding
- Usability testing

Software

- Figma
- Miro
- Sketch
- UserTesting
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Microsoft Office

Languages

- Mandarin
- English

AWARDS

- SCAD Scholarships 2019-2022
- Indigo Silver Winner in Mobile Interaction & Experience Category 2021

Updated May, 2022

WORK EXPERIENCE

Wayfair

Product Design Co-op

Jan 2022 - Jun 2022 | Boston, US

- **Design Research:** Conducted competitive research of 17 competitors from the retail industry to understand how to inspire and educate customers before their shopping journey and decision-making. Self-created the 80-pages deliverable report shared and presented to 2 internal teams. Launched desktop and mobile version usability testing via useresting.com with 14 participants to understand the current digital shopping experience pain point and user's needs.
- **Design Ideation:** Ideated and prototyped multiple options to improve the customer's pre-shopping experience. Designed and iterated the landing experience with content writers and internal design teams, built upon the design system to create deliverable solutions, including user flows and wireframes.

Philips

User Experience Design Intern

Mar 2019 - Jun 2019 | Shanghai, China

Mainly took part in 2 projects about healthcare service.

- **Design Research:** Created interview protocols and participated in 3 remote group interviews with doctors about their current pain points of the Telemedicine ultrasound solution. Conducted marketing research to understand different stakeholder needs and business needs regarding remote Telemedicine devices.
- **Service Mapping & Design Ideation:** Service Blueprint-mapped stroke rehab service process ensures products have a consistent user experience. Defined and visualized two digital rehab games' interfaces and wireframes. Cooperate with engineers to make in-person usability testing to evaluate deliverable solutions.
- **Facilitate Workshops:** Presented the stroke rehab game concept, collaborated with, and collected feedback from product managers, engineers, and clinical specialists. Evaluated and initialed the game concept by facilitating more than 10 collaboration workshops.

PROJECT EXPERIENCE

SCADpro- Sponsored Collaboration at Deloitte

Research Lead

Sep 2020-Dec 2020 | Savannah | US

- **Design Research:** Worked as the research lead for planning, executing, and analyzing field research. Mapped six customer journeys to visualize research data and present it to the whole team.
- **UI Design:** Transferred research insights to ideas. Designed the disability service feature pages on the app and the process bar component on both app and web platforms.