YI NIE

yi-nie.com

yinie.ux@gmail.com

812.327.9459

AFFIRM

Product Designer
Mar 2019 - Present
San Francisco, CA

Owned the design of the pricing platform from 0 to 1 - conducted workshops with prospective users from 6 cross-functional teams, synthesized journey maps and product vision, and executed the design. Since launch, it's applied to 200+ programs, and reduced the time to add a program from 2min to 20s.

Design of a new loan performance monitoring dashboard. Onboarded to this new complex load-trading domain with no clear requirements, iterated on the design and used prototypes to communicate with users to understand the needs better. It became a daily used tool by the Capital market and Exec team.

Initiated Affirm's first enterprise design system. Analyzed UI components across all 6 enterprise products, created Figma components with all possible variations, and guided engineers to building React components. It has already been adopted by 5 enterprise products.

In response to the surge of fraud during COVID-19, planned and designed a fraud rule platform within 2 weeks.

CREDIBLE

Product Designer
Sep 2016 - Mar 2019
San Francisco, CA

Led the design of the mortgage application experience. Improved the UX from a 5-page paper form with 100+ of fields to a 3-step 20 questions interactive form that can be finished under 3min, by integrating with existing systems, branched user flow with only necessary questions, etc.

Redesign Credible's personal loan end-to-end experience through 5+ rounds of A/B testing and iterations. 6x loan volume in the 6 months since launch.

Initiated and facilitated design culture and process improvement with the team, including established Credible's 1st design system, migrated the design team to Figma, revamped design critique process, initiated Friday design jam.

NATIVO

UX Design Intern
Jun 2015 - Dec 2015
Los Angeles, CA

Designed interactive onboarding experience for clients. And implemented the front-end feature using JavaScript and CSS.

Created data visualization templates to help clients better understand their campaign performance.

EDUCATION

Indiana University | M.S. in Human-Computer Interaction Design
Aug 2014 - May 2016 | Bloomington, IN

Beihang University | B.E. in Electrical Engineering
Sep 2010 - Jun 2010 | Beijing, China