



# YI NIE

## Product Designer

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<http://yi-nie.com>

812.327.9459

## SKILLS

### Design

Sketch  
Invision  
Principle  
Framer.js  
Photoshop  
Illustrator

### User Research

Usability Testing  
Survey / Interview  
Competitive Analysis  
Storyboarding  
Persona  
Contextual Inquiry

### Development

HTML5 & CSS3  
JavaScript  
jQuery  
Bootstrap  
React

## EXPERIENCE

SEP 2016  
PRESENT

### PRODUCT DESIGNER

Credible Labs Inc. | San Francisco, CA

- Designed core features of the student loan product, including co-signer pre-qualification, saving estimation. Streamlined users' decision-making process.
- Led the design of pre-qualification flow and landing page. Explored multiple product directions and conducted A/B testing. Increased loan successful closing rate by 11%.
- Contributed to Credible's design system by defining UI components, typeface, color usage guideline and grid system. Initiated the development of React Sketch component library to help to maintain design system.
- Improved product process by introducing design and hand-off tools, initiating and facilitating brainstormings with the product, marketing, and engineer teams.

AUG 2016  
NOV 2016

### UX DESIGNER

UniversalGiving.org | San Francisco, CA

- Designed onboarding experience for NGO registration process, from concept design, low-fidelity wireframes to high-fidelity visual design.

JUN 2015  
DEC 2015

### UX DESIGN INTERN

Nativo Inc. | Los Angeles, CA

- Created data visualizations and summarized insights to help clients better understand their campaign performance.
- Designed and developed an interactive onboarding experience for marketing clients using HTML, CSS, and JavaScript.
- Designed a detailed onboarding guide for client engineers. Provided a clear standard of code format, greatly reduced miscommunication with clients.

JUL 2013  
JUN 2014

### UX ENGINEER & RESEARCHER

HCI Lab, Tsinghua University | Beijing, China

- Researched and improved the performance of speaker verification algorithm, allowing it recognizes one person's voice in different emotional states. And published the research in APSIP 2014.

## EDUCATION

AUG 2014  
MAY 2016

### M.S. IN HUMAN-COMPUTER INTERACTION

Indiana University | Bloomington, IN

MAY 2014  
SEP 2010

### B.E. IN ELECTRICAL ENGINEERING

Beihang University | Beijing, China