


Ze Yu

Product Designer








 <https://www.ze-designs.com/>

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TOOLS

-  Figma & Sketch & Adobe CC
-  Paper Sketching & Paper Prototyping
-  Axure & Balsamiq & Keynote
-  HTML5 & CSS3 & JavaScript
-  Invision & Marvel Prototype
-  Flinto & Principle
-  Microsoft Power BI & Data Visualization

SKILLS

RESEARCH

- Contextual Inquiry
- Competitor Analysis
- Usability Testing
- A/B Testing
- Interview
- Survey
- Card Sorting
- Heuristic Evaluation

DESIGN

- Persona
- User Journey
- Affinity Diagram
- Storytelling
- Information Architecture
- Interaction User Flow
- Wireframe
- Paper Prototyping
- Hi-Fi Mockup
- Interaction Design
- Visual Design

EXPERIENCE

 **DrLambda AI** Sep. 2023 – Present
Boston, MA

- Developed user-centered design strategy for main AI-driven platforms, spearheading user research, prototyping, and iterating on user flows.
- Monitored and evaluated the performance of UX team, providing regular feedback, and identifying opportunities for professional growth.

 **Collibra** Oct. 2022 – Dec. 2023
New York, NY

- Improved usability of business intelligence tools through updated content strategy, user research, and UX design.
- Supervised squad designers; collaborated with product managers and developers to design improvements and new features.

 **Sisu Data** Dec. 2021 – Oct. 2022
San Francisco, CA

- Led market research, user research, quick-prototyping, hi-fi user interface designing, usability testing results analysis.
- Worked closely with agile development teams by delivering production-ready assets, visual specifications, and providing support through implementation.


 **Exporta Technologies** Feb. 2020 – Dec. 2021
Boston, MA

- Joined the company as the 1st product designer, delivered over 5 core projects for our SaaS products while growing through Early Stage VC.

 **IBM** May. 2018 – Dec. 2018
Shanghai, China

- Created user-centric designs based on market analysis, and customer feedback; Crafted experience for streamlining the executive briefing process to create a meaningful experience for clients.

EDUCATION

 **Northeastern University** Sep. 2017 – Jun.2019
Boston, MA
Master of Science in Information Systems
Academy Excellence Award (GPA:3.95/4.0)
Graduate Teaching Assistant

 **Huazhong University of Science & Technology** Sep. 2013 – Jun.2017
Wuhan, China
Bachelor of Management in Information Management

CERTIFICATIONS

- 2023 Generative AI Hack-a-thon Collibra
- Enterprise Design Thinking Practitioner IBM
- Design Thinking: Prototyping LinkedIn
- IT Architecture Competition Iasa Global