

YIN ZENG (CINDY)

UX DESIGNER

I'm a **UX Designer** with a background in **Product Management**.

As an end-to-end UX designer, I focus on **Research & Interaction Design**. I am also skilled in completing data analysis and UI.

I'm also a writer of UX Collective. One of my article of **IKEA** has received 10k+ views and 1k+ claps from 220+ readers on Medium and been translated into Japanese and published on local media.

I am eligible to work in Australia and seeking my next challenge that will allow me to utilise my UX skills.

CONTACT

<http://yinzeng.me>

(+61) 490-789-600

yinzeng.ux@gmail.com

<http://www.linkedin.com/in/zengyin>

SKILLS

Interaction Design

Information Architecture

User Research

Design Thinking

Prototyping

UI Design

Product Management

Working in Agile projects

HTML&CSS

Data Analysis

TOOLS

Sketch Photoshop

Invision Illustrator

Figma InDesign

Axure Dreamweaver

EDUCATION

2013 -2015 **Master of Information Systems (High Distinction)**

The University of Melbourne, Melbourne, AU

2009 -2013 **Bachelor of Electronic Information Engineering (2nd Scholarship)**

Beijing University of Posts and Telecom., Beijing, China

UX EXPERIENCE

11.2017 -2. 2017 **USER EXPERIENCE DESIGNER**

General Assembly / Melbourne, AU

Project 1 - Strategic Plan

- Worked with **Movember** to help create awareness about men's mental health and start conversations among men through gaming platform
- Conducted interview & observation in fields
- Generated strategy proposal and service blueprint

Project 2- Desktop UX Design

- Worked on the ecommerce experience for **IKEA** website, enabling customers to search, browse, purchase and get inspirations.
- Wireframing and iteratively usability testing on digital prototypes

Project 3 - Mobile App UI Design

- Designed a mobile APP which provides an online and mobile marketplace enabling users to outsource and purchase tasks ASAP
- Conducted interview & contextual inquiries
- Showcased the features of App through visually appealing and video
- Created UI and presented designs to the clients

Project 4 - Mobile App UX Design

- To retain, regain and encourage more public transport users to utilise **Public Transport Victoria** app, and at the same time, promote bike share and walking as alternatives

6.2016 -3.2017

PRODUCT MANAGER

Youyong credit / Beijing, China

- Designed and launched a personal loans app from draft to launchment
- Generated the research report by interviewing blue collars
- Designed wireframes iteratively for each function of the app including bills, repayment, refund, credit limit, etc
- Monitored and analysed key data: GMV, conversion rate, repay rate
- Increased the repay rate to 89% (was 60%) in 6 months by implementing an overdue receivables management system and improving the interaction design of repayment

12.2015 -5. 2016

PRODUCT MANAGER

Meili Finance / Beijing, China

- Worked on a mobile app for online investment
- Conducted interviews and generated the mental models of investors
- Designed wireframes iteratively to showcase the interaction design
- Communicated product features via various documents and distributed to related DEV, UI and QA, etc
- Segmented features into developer tasks and tracked the progress
- Monitored and analysed key data: user growth rate, daily active, etc
- Designed a daily draw which increased Daily Active Users to 13,000 and brought in an average of \$40,000 investment per day in one month
- Implemented the 'Invite Your Friend' function which increased the user growth rate to 10% (was 6%) in 3 months

8.2014 -11.2014

UX DESIGNER

Interaction Design Lab of Melbourne uni/ Melbourne, AU

- Worked with 3 fellow UX Designers to design an app used for the purpose of organising & matching clothes
- Conducted user interviews, created personas, storyboards and hifi prototypes
- Conducted cognitive walkthroughs and usability tests

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SUPERPOWERS

Interpreting (Madarin - English)
Certified by NAATI paraprofessional

Electronic Engineering
Certified by Engineering Australia

Scuba Diving
Certified by PADI Open Water

Illustration

Photography

Visit yinzeng.me for more information!

UX EXPERIENCE

12.2013 -2.2014 **PRODUCT DESIGNER INTERN**
Tencent / Beijing, China

- Analysed user behavior and feedback of an app which enables users to post short videos & participate in social networking (similarly to Instagram)
- Revisited the flow of the system and improved the user interface by iteratively designing mockups
- Communicated with premium clients and assisted them in creating videos for new topics/activities to attract more audiences

9.2012 -1.2013 **PRODUCT DESIGNER INTERN**
Baidu / Beijing, China

- Created the information architecture for a video search engine (similar to YouTube)
- Evaluated user data gained through Google Analysis in order to discover the top search queries

OTHER EXPERIENCE

5.2018 -Present **SALES**
Nextra Newsagency / Gungahlin, ACT

- Worked in a team to provide customer service
- Collected payments and made changes
- Excellently communication with customers

1.2015 -3.2015 **INTERNATIONAL EXPANSION INTERN**
TravelSky / Sydney, NSW

TravelSky is the dominant provider of information technology solutions for China's aviation and travel industry. It decided to launch a Sydney office in 2015.

- Customised market entry strategy for Australia
- Leveraged personal and company network to connect with potential clients; met local clients to discuss future requirements of the air ticketing system
- Assisted in creating a streamlined launching process including legal, finance, logistics, operation and product so as to speed up expansion and minimise risk
- Provided troubleshooting support to clients associated with the air ticketing system

11.2014 -1.2015 **SOCIAL MEDIA MARKETING INTERN**
Ostar International Media Group / Melbourne, VIC

- Ostar owns the biggest Australian Chinese Radio Station called 3CW. I was working in the New Media Team which aims to grow social media presence.
- Developed engaging, creative, innovative content for daily scheduled posts to enlighten audiences and promote brand-focused messages
 - Generated weekly & monthly social media analytic reports to monitor engagement and reach
 - Developed best practices for reaching target audiences and growing following
 - Increased followers to 30,000+ (was 3,000) and average visits to 1000+ per post in 2 months

MENTORING & VOLUNTEER

- 5, 2016 - 9, 2016 Mentee, Deloitte Female Mentoring Program, Melbourne, VIC
- 5, 2016 - 9, 2016 Mentee, ThoughtWorks Mentoring Program, Melbourne, VIC
- 2, 2015 Volunteer, Golden Koala Chinese Film Festival 2015, Sydney, NSW
- 10, 2014 Melbourne Marathon 2014, Melbourne, VIC
- 8, 2014 University of Melbourne Open Day 2014, Melbourne, VIC
- 1, 2014 Pre-departure Briefing, Beijing, China