YUBING ZHANG

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EXPERIENCE

Product Designer II, eatsa, Inc

06.2018 - Present | San Francisco, CA

Researched and designed a 2-click reorder experience, checkout flow, and a navigation system that supports varying levels of nested items. These combined unblocked us from onboarding new enterprise customers quickly.

Design lead for a new customer's user-facing kiosk app for ordering food. Drove cross-functional collaborations with eatsa's engineers and ran design reviews with the partner's VP of Product.

Product Designer I, eatsa, Inc

11.2017 - 06.2018 | San Francisco, CA

Revamped a monolithic kiosk app to be modular and support multiple levels of customization (preset combos and build from scratch). Worked with engineering to ensure implementation for future enterprise customers would be painless.

Created many animations and other digital assets for demos to potential customers and our own restaurants.

UI/UX Designer, Looly's PBC

04.2017 - 11.2017 | San Francisco, CA

Collaborated with IDEO to translate insights from user research into design strategies. Designed 3 versions of Looly's website to support marketing activities.

Led the user testing and redesign of a large touch screen interface and mobile app with the engineering team.

Product Development Intern, Welspun USA, Inc.

Pittsburgh, PA & NYC, NY | 05 - 07.2016

Designed the physical and digital interactive experience for a home smart device. Conducted extensive research, created user personas, created concepts, and programmed and tested 4 prototypes.

EDUCATION

School of Motion

05.2018 - 07.2018 | San Francisco, CA

Animation bootcamp

Carnegie Mellon University

08.2015 - 12.2016 | Pittsburgh, PA

Masters in Integrated Product Development

Nanjing University

08.2011 - 06.2015 | Nanjing, China

Bachelors in Business Administration

SKILLS

Methods

Persona & Scenario Building
Information Architecture
Conceptual Modeling
Motion Design/ Animation
Interaction Design
Rapid Prototyping

Tools

Sketch
Illustrator
Photoshop
After Effects, Animator
Invision
Principle
HTML5, CSS3, JavaScript
Arduino, Photon