

YINGRI GUAN

yingriguan.com

CONTACT

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SKILLS

Industry Knowledge

UX / UI
User Interface
Multimodal interaction
Design system
Information architecture
Storyboarding
Wireframing
Flowmapping
Rapid prototyping
User Research
Heuristic evaluation
Persona Construction
Competitive Analysis
Branding

Tools & Technologies

Figma
Sketch
Invision
Principle
Abstract
Adobe Creative Suite
HTML/CSS

EDUCATION

Master of Human-Computer Interaction and Design

University of Washington

August 2016

Communication Design and Mathematics

University at Buffalo

June 2012

EXPERIENCE & IMPACT

Tile Inc. - Senior UX Designer II

04/2021 - Current. San Mateo, CA

- Lead the redesign of Tile e-commerce website to improve overall customer satisfaction and achieve revenue growth.
- Deliver the full mobile user experience for Tile stickers. This new line of product is more scalable and aims to acquire more customers.
- Lead designer on antistalking feature. This is essential for customer safety to prevent abuse and violence.
- Conduct user research and construct concepts for a bulk tracking product that helps Tile to increase user base and diversify business.

Tile Inc. - Senior UX Designer

01/2019 - 04/2021. San Mateo, CA

- Redesign smart alerts feature - the most important feature for Tile premium program. It helps to increase premium subscriptions by 17%.
- Lead the design of the in-app e-commerce project. It generates over 2.7 million in revenue so far.
- Ship the tracking experience for true wireless earbuds. This has brought over 2 million new customers to the Tile platform to date.
- Create full user experience and design system for Tile app on the Windows platform. This opens doors for Tile to gain business customers.

Brava Home Inc. - Product Designer

10/2016 - 01/2019. Redwood City, CA

- Create design system, UX patterns, and interactions for mobile app and digital interface on the oven.
- Lead design for retail store and packaging.
- Design and code e-commerce website based on user research insights and marketing requirements.

Astudio - Co-Founder & Product Designer

10/2014 - 08/2016. Seattle, WA

- Client-based projects including strategy design for a drone company, product concept for real estate e-commerce website, product strategy for VR product, companion app and identity for health wristband.

Juphoon Systems Software - Product Designer

11/2014 - 07/2015. Ningbo, China

- Lead design of three cross-platform mobile apps and website applications.