

Qiaoyi (Whitney) Zhang

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SUMMARY OF QUALIFICATIONS

- UI/UX Designer with 3+ years of experience crafting scalable, user-centered digital products across EdTech, healthcare, and B2B platforms.
- Specializes in AI-driven interfaces, conversational design, and gamification. Strong background in front-end collaboration, research synthesis, and design systems.
- Proven track record of increasing user engagement by 15–35% through thoughtful end-to-end design.

TECHNICAL SKILLS

- **Design Tools:** Figma (Advanced), Protopie, Sketch, LottieFiles, Miro, WCAG 2.1
- **Frontend:** HTML5, CSS3, JavaScript, React, Vue.js, TypeScript
- **Research & Analytics:** User Interviews, A/B Testing
- **Soft Skills:** Agile Collaboration, Design Sprints, Stakeholder Communication

WORK EXPERIENCE

UI/UX Designer | Lingo Echo - Remote, U.S. Jul 2024 – Present

- Redesigned an AI-powered speech learning platform, crafting conversational UI and gamified micro-interactions to enhance user engagement during testing
- Built a Figma-based design system, reducing handoff friction and accelerating front-end implementation across the MVP
- Achieved a 92% task success rate through moderated usability testing with 30+ users, driving iterative UI improvements
- Contributed to \$30K seed funding by aligning product design with YC China's vision and collaborating closely with PMs and engineers

Project Management Assistant (UI/UX Focus)

Shandong Internet Healthcare Group Hospital - Jinan, China June 2023 - Jun 2024

- Streamlined patient onboarding workflows through wireframes and interactive prototypes, cutting average service time by 20%
- Designed a patient portal with accessibility features (e.g., high-contrast mode), improving satisfaction scores by 18% among elderly users
- Partnered with marketing to launch 3 social media campaigns, driving a 15% MoM increase in new patient registrations

UI Designer Intern | Inspur - Jinan, China

Jan 2021 - Feb 2021

- Redesigned a B2B SaaS dashboard for enterprise clients, optimizing data visualization and navigation, which boosted task efficiency by 20%
- Delivered 5+ product iterations using Agile methodologies, ensuring alignment with client KPIs and technical constraints
- Created 12+ marketing assets (e.g., holiday campaigns) with Adobe Suite, driving a 15% click-through rate increase

TECHNICAL PROJECTS

LEX: Teen Sexual Education Simulation Game | Lead Designer & Developer

- Designed 4 gamified modules to simplify sensitive topics for adolescents, validated through 20+ user interviews and A/B testing

- Developed an interactive game UI library using Procreate
- Achieved 90% usability satisfaction in beta testing, with educators commending the platform's clarity and engagement

Apartment Hunting Dashboard | Full-Stack Developer & Product Owner

- Architected a real-time rental platform using Node.js and MongoDB, enabling active users to filter and review properties
- Implemented a React-based frontend with lazy loading and responsive grids, cutting page load time by 40%
- Designed RESTful APIs to sync user data across devices, reducing latency for search queries by 35%

EDUCATION

B.S. in Informatics | University of Washington - Seattle, WA
Overall GPA: 3.9/4.0 (Dean's List)

Sep 2019 - Dec 2022