

Yilin Zhu

UI/UX Designer, Product Designer

4+ years experience in UI/UX

<https://yilinzhu.net/>
corayilinzhu@gmail.com
[LinkedIn ↗](#)

Experience

Altereia | UI/UX Designer, Graphic Designer

Part-time | Aug 2024 - Present | Remote

- **Game UI/UX Designer:** Designed game tutorials, core game, teacher dashboard UI/UX, a cohesive UI/UX style guide, website UI, etc.
- **Researcher & Coordinator:** Supported accessibility features and conducted user research to refine the Field Guide, enhancing usability for diverse audiences.

iD Tech Stanford University | Game UI Instructor

Full-time | Jun 2023 - Aug 2023 | San Francisco

- **Teaching Instructor:** Taught "Game Design 101 in Unreal Engine and VR Sculpting" to teens (ages 15-18); delivered weekly presentations on UI/UX in the game industry and provided feedback on student portfolios.

Style 3D | UI/UX Designer

Full-time | Mar 2023 - Aug 2023 | Hangzhou, China

- **UI & Product Design:** Designed and prototyped the interface and interactions for Style 3D's official website, designed a B2B platform for fashion industry clients.
- **Developed a UI component library** to standardize design elements and improve efficiency, resulting in a 27% increase in scalability and productivity.

Alibaba Cloud | UX Designer & Researcher

Internship | Jan 2021 - Mar 2021 | Hangzhou, China

- **UX Design:** Created initial and helped re-design digital prototypes for a domain name management SaaS tool in Alibaba Cloud online platform.
- **User Research:** Conducted user research with 50 to-B- customers insights and inform inclusive design optimizations.

Provincial TV Station | Product Designer

Internship | Jun 2019 - Sep 2019 | Nanjing, China

- **Product Designer:** Designed cultural products like bookmarks and toys to enhance user experience.
- **Marketing:** Created interactive media content for platforms such as WeChat and Litchi News App.

Education

Carnegie Mellon University

Aug 2022 - May 2024 | Pittsburgh, PA

Master of Entertainment Technology
Major: Entertainment Technology Center
Minor: HCI (Human-computer Interaction)
GPA: 3.95/4.0

New York Institute Of Technology

Aug 2017 - May 2021 | New York, NY

Bachelor of Fine Arts
Major: Communication Arts and Media Production
GPA: 3.75/4.0

Nanjing University of Posts and Telecommunications

Aug 2017 - May 2021 | Nanjing, China

Bachelor of Engineering
Major: Digital Media Technology
GPA: 89.6/100

Skills

Design

User Interviews, Affinity Diagramming, Card Sorting, Information Architecture, A/B Testing, Design Handoff, AI Prompter, Video Production, Game design, Sound design, etc.

Tools

Figma, Shopify, WordPress, Webflow, Sketch, procreate, Adobe Set (XD, PS, AI, PR, AE, ID) Invision, HTML/CSS, Rhino, Stable Diffusion, Comfy UI, Blender, Spline, Unity, Unreal Engine, etc.

Hobbies

First Chair Violin and Viola in Symphony Orchestra, Guitar, swimming, snowboarding, reading, photography, music composer, writer for magazines & social media, etc.