

Yibing Qian

PRODUCT DESIGNER

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WORK EXPERIENCE

NetApp | UX Product Designer

San Jose, CA | Mar 2022 - Present

- Managed and delivered design initiatives into a complex multi-cloud Infrastructure and application monitoring B2B SaaS product
- Led the design and launch of key performance and cybersecurity features, including Cold Data, Kubernetes Insights, Workload Map, and Anomaly Detection Monitors
- Collaborated with cross-functional teams to bring features from concept through development to QA acceptance, utilizing big data, ML, and rich data visualizations
- Designed and executed usability tests for NetApp Cloud Insights navigation, enhancing user experience
- Increased user engagement by 25% and satisfaction scores by 12% through strategic design initiatives

Uhray | UI/UX Designer

Boston, MA | Feb 2020 - Mar 2022

- Spearheaded the design and launch of a Trucking social media app, achieving 400,000 users from conception to launch
- Conducted A/B tests, leading to a 37% increase in user retention through strategic redesign of the Trucking marketing website
- Collaborated with PMs and Engineering teams to develop a comprehensive UI/UX design process, from user research to interactive prototypes, enhancing team efficiency and product coherence
- Collaborated with other designers to validate design system, ensuring cohesive and engaging user experiences
- Streamlined internal operations via the To Business Admin Panel, improving app monitoring and management

Tigerless Health | Visual & Web Designer

New York, NY | Jul 2019 - Feb 2020

- Designed customer-centric health insurance websites, ensuring effective visual communication and user experience
- Collaborated with stakeholders to create and deliver compelling graphics and layouts

Red Star Macalline | UX Design Intern

Shanghai, CHINA | Jul 2018 - Sep 2018

- Managed the successful redesign of a home decoration app, leading to 4,000 new registrations in the first month
- Achieved a 45% increase in in-app retail sales within 6 months through strategic design enhancements

EDUCATION

New York University

Sep 2017 - May 2019

Master of Science,
Integrated Digital Media

East China Normal University

Sep 2013 - Jun 2017

Bachelor's of Arts,
Public Relations

SKILLS

User Interface Design

User Experience Design

Product discovery

UX research

Interaction Design

Competitor Analysis

Business analysis

Journey Mapping

Iterative Prototyping

Wireframes & Flows

Usability Testing

A/B Testing

Information architecture

DESIGN TOOLS

Figma

Sketch

Invision

Principle

Adobe XD

Adobe CC

Zeplin

Unity 3D

HTML

CSS

JavaScript