

YIQING LING

UX designer, data-driven, 5-year in diverse areas: global e-commerce, travelling, car sharing, healthcare.

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WORK EXPERIENCE

Bytedance | Shanghai

UX Designer #e-commerce Sep 2021 - Aug 2022

- Research framework: global e-commerce knowledge base development for TikTok Shopping
- Documentation writing: bilingual adaptation design methods and priciples
- Cross-functional leadership and coordination for global design teams
- Design project management, stakeholder engagement, and strategic planning
- Data driven: increased NPS by 1.2%, upgraded promotional experience from one of the problems that need to be improved to the main advantage of user feedback; improved the overall payment conversion rate by 10%.

Trip.com Group | Shanghai

UX Designer #traveling #customer loyalty Oct 2018 - Sep 2021

- Cross 8 business units project ownership and collaboration
- Membership design guideline creation and pushed to land effectively
- Public speaking at yearly competition held by Ctrip Design Committee and won the Best Team Cooperation Award.
- Data driven: greatly increased NPS and Silent Awareness Rate of Membership; increased the premium member’s conversion rate by 10%.
- UX workshops facilitation and organization with stakeholders.

START Car Sharing Platform | Beijing

UX Designer #sharing economy Oct 2017 - Sep 2018

- Optimization of car sharing whole chain experience from core process effeciency lift to messaging feature
- UX copywriting development based on specific scenarios
- WeChat mini program design for O2O hand-over process from concept to execution
- User research execution & data analysis

Decision Mapper | NewYork,NY

UX Design Intern #e-learning Feb 2017 - May 2017

- E-learning mobile app exploration: flow design and prototyping

Olin Health Center | East Lansing,MI

Marketing & Communication Department Aide Feb 2016 - May 2016

- Health service brochure in Mandarin creation for international students
- Olin Health Center interior building signage redesign

RESEARCH PROJECT

HIV Online Community

Healthcare | UX Research & Design Aug 2016 - Jul 2017

Background: Perceived social support has been shown to be an important factor influencing medication adherence, but can be difficult to come by because of the social and self-stigma associated with HIV/AIDS.

Solution: Created an online social support platform to be deployed alongside an AIDS Drug Assistance Program (ADAP) portal to provide incoming patients with easy access to a trusted, private online space where social support is available.

Completed instructional secondary research, interview, focus groups and quantitative competitive analysis to identify pain points, opportunities and developed prototypes.

EDUCATION

MA in HCI

Michigan State University | 2015-2017

GPA:3.87/4.0

Certificate of Serious Game Design

Michigan State University | 2015-2017

GPA:3.87/4.0

BA in Communication

Communication University of China | 2011-2015

GPA:3.7/4.0

Certificate of Columbia Young Development Program

Columbia University | 2014

AWARDS

Professional

Key Project Breakthrough Award | 2021

Best Team Cooperation Award (as POC) | 2020

Design Patent for Ctrip Food Page | 2020

Academic

Robert W. Schlater Graduate Scholarship | 2016

Scholarship of CUC | 2011-2012, 2012-2013

Scholarship of People’s Daily | 2013

2nd place for Summer Internship Work | 2014

CYDP 1st Round Individual Scholarship | 2014

CYDP 2nd Round Team Scholarship | 2014

SKILLS & TOOLS

Design

Persona creation
Journey mapping
Card sorting
Storyboarding
Information architecture
Wireframing
Prototyping

Research

Survey
Interview
Focus group
Competitive analysis
Heuristic evaluation
Usability testing
Data Analysis

Tools

Sketch
Figma
Photoshop
Balsamiq
Axure
Photoshop
Invision
Marvel
Principle
Dreamweaver
SPSS
Microsoft office

Coding

HTML
CSS