

Yi Zhang

Digital product designer

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Hello,
I'm Yi. I moved to New Zealand when I was 16. I graduated from Otago uni with a BA in Design and started my career in the creative field. I am very passionate about art, design and like exploring different creative outlets.

Let me tell you more about myself!

EXPERIENCE

Rush Digital, Akl

May 2021 - Present | Digital Product Designer

I've been dedicated to the Z Energy account at Rush, following an agile "E2E" design cycle. This involves project alignment, discovery workshops, design production, user testing, stakeholder reviews, and conformance with developers and QA. Additionally, I track live feature performance through BML (build, measure, learn) metrics. Additionally, I've been tasked with Z app redesign project for the past year. I successfully led and delivered 2 releases so far.

Heartland Bank, Akl

Jan 2020 - May 2021 | Digital Product Designer

In my role, I focused on producing UX/UI solutions to enhance Heartland Bank's website and app. I collaborated closely with data insight team to identify user journeys and address pain points. I hosted user research and testing sessions to validate the design decisions. Additionally, I ensured design conformance and conducted pilot testing with the dev and QA teams prior to feature release.

Mediaworks, Akl

Mar 2018 - Jan 2020 | Graphic Designer in TV Integration

My role was to integrate clients onto our channels, i.e Three, Bravo, and major radio stations such as the Edge and the Rock. This included brainstorming meetings, storyboarding, TVCs, marketing collateral, and pre-pitching presentations.

McLaren Brown Media, Akl

Jan 2017 - Feb 2018 | Graphic & Digital Product Designer

My main tasks included Auckland A-Z website optimisation, and Boaties NZ app creation. Our platform's clients included ATEED, Auckland Museum, Auckland Live, etc.

Saddlery Warehouse, Akl

Jan 2016 - Jan 2017 | Graphic and Digital Designer

Theia Design Ltd, Akl

Jun 2014 - Dec 2015 | Graphic & Digital Designer

I was tasked to host client meetings and providing design services i.e branding & website UI/UX design.

BEST Pacific Institute, Akl

Early 2014 | Graphic Designer (Contract)

COMMUNITY WORK

Rush UI & Accessibility Guild

As a UI guild member, I focus on exploring & experimenting with AI, creative design systems, micro-interactions, and page transitions. Within the Accessibility guild, I actively contribute by organizing & facilitating workshops, creating templates, and enhancing the accessibility audit process at work.

Heartland's Rainbow Committee

I am responsible for raising awareness of pride internally through design & actively brainstorming pride events to foster inclusivity and extend our commitment to diversity.

Mediaworks' Rainbow Committee

I created digital and print assets to promote inclusivity. Additionally, I actively volunteered at the 2019 Big Gay Out event and supported the LGBTQ youth community through involvement with Eat My Lunch.

SKILLS

Tools

Figma
Maze
Askable
Optimal workshop
Miro
Jira + Confluence
Adobe XD
Adobe AI
Adobe PS

Skills

Workshop planning & facilitation
Accessibility
Design system
UX research
User interview
Wireframing
Hi-fi design
Prototyping
Journey mapping
User testing
Data analysis
Stakeholder management
Bilingual

HOBBIES

Painting
Tennis
Gym
Big foodie