

Yimin Pi

Product Designer

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SUMMARY

Pi is a product designer with over three years of professional experience and a solid foundation in visual arts. She has experience working on a wide variety of projects, from traditional Web 2.0 to the innovative Web 3.0, across desktop and mobile platforms. Her ambition drives her to learn quickly, and her strong communication skills make her a collaborative team player.

PROFESSIONAL EXPERIENCE

STUDIO SALT / PRODUCT DESIGNER

Mar 2021 – Present

Designed and delivered over 10 projects for diverse clients. Utilized Figma, Sketch, Webflow, and Adobe Creative Suite to design a wide range of materials from product design to branding, animations, and marketing materials. My role involved end-to-end design processes, from concept to deployment, including interviewing, designing, prototyping, and testing to guarantee an intuitive, human-centered experience. Highlighted projects:

- **Blaz.ai:** Led the UX/UI design for a web3 smart contract testing platform. Worked closely with a cross-functional team of developers, blockchain experts, and product managers to align design vision with technical constraints and product goals. Facilitated beta testing and integrated feedback, ensuring technical feasibility alongside innovative design.
- **Pollka Snow:** Led the designer team to create a ski resort information iOS app from 0 to 1, conducting thorough research and user interviews to guide design decisions. Managed requirements, updates, and feedback. Created prototypes through Figma and presented prototypes and designs to align with client expectations and objectives.
- **Jia:** Led the redesign of Jia's mobile app, transforming crypto liquidity into working capital for small businesses in emerging markets. Enhanced design consistency, efficiency, and scalability by implementing a comprehensive design system. Identified and strategized enhancement opportunities to drive ongoing user engagement and growth.
- **OpenAsk.me:** Contributed to the UX/UI design of a voice-based Q&A platform for the Web3 community. Contributed and managed a complex design system in Figma, addressing version control and diverse branding needs, demonstrating flexibility and adaptability in design approach.
- **Funkudo:** Collaborated with the marketing team on the landing page development, creating graphics and illustrations using Adobe Illustrator. Strategized for the product direction by leveraging the findings from user interviews and workshops to shape business decisions, ensuring that the product aligns with customer expectations and market trends.
- **MyPlate Online:** Led the design of new social features to increase user engagement and platform interactivity. Conducted product testing to identify bugs, document issues, and coordinate with engineers to facilitate fixes.

TRACKIT.FIT / PRODUCT DESIGNER (CONTRACT)

Oct 2023 – Feb 2024

Led the end-to-end design of a responsive, professional-oriented meal-tracking web application, driving the project from concept to development. The expected launch date is April 2024.

- Led the design process from ideation to high-fidelity wireframes. Created and presented working prototypes to the developers, stakeholders, and founders for iterative feedback and user testing.
- Conducted comprehensive user research, interviews, and usability testing to guide design choices.
- Worked closely with the founder and engineering team to align design solutions with user requirements and business objectives, ensuring the delivery of strategic, user-centered design outcomes.

SELECTED SKILLS

Figma, Sketch, Webflow, HTML/CSS, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Indesign, Premiere Pro, Wireframing, Rapid prototyping, Usability testing, Project Management, Time management, Teamwork

EDUCATION

MINNEAPOLIS COLLEGE OF ART AND DESIGN

Bachelor of Fine Art, Major in Digital Design; Minor in Advertising

Sep 2017 – May 2021

Minneapolis, MN

PROFESSIONAL CERTIFICATIONS

GOOGLE UX DESIGN CERTIFICATE

TEACHING ART AND DESIGN ONLINE SERIES CERTIFICATE

Online

Minneapolis, MN