

Yang Ziying

UX Designer

www.zingyang.design

zingyangziying@gmail.com

linkedin.com/in/zingyangziying

EXPERIENCE

UX Designer

Viki Private Limited | April 2025 - Present

- Conducted UX discovery to identify user acquisition pain points, tested solutions, and iterated based on insights.
- Collaborated with stakeholders in strategic meetings to align UX initiatives with key business metrics.

Associate UX Designer

Viki Private Limited | January 2023 - March 2025

- Collaborated with cross-functional teams to run A/B tests, increasing email verification rates by 45% for new Android users, paving the way for future personalization efforts.
- Designed a web-based solution for users to form teams to add subtitles to shows, leveraging user interviews, prototype testing, and iterative development.

UX Design Intern

Viki Private Limited | June 2022 - December 2022

- Collaborated with a squad of project manager, data analyst, and engineers to enhance existing features.
- Conducted user research on post-launch features and synthesized feedback for reports.

UX Design Analyst Intern

Lexly Health Pte Ltd | October 2021 - April 2022

- Contributed to the first iteration of an Android musculoskeletal app solution using computer vision and conducted usability tests for improvements.

EDUCATION

Vertical Institute

UX Design Bootcamp

April 2022

Generation Singapore

SGUP-CT Microsoft - Junior Full Stack Development Program

July 2021 - April 2022

Royal Melbourne Institute of Technology (SIM)

Bachelor of Business (Marketing)

January 2016 - June 2017

SKILLS

Design – Wireframing & Prototyping, UI/UX Design, Responsive Web Design, Mobile App Design, Collaboration & Handoff

Research – User Research, Usability Testing, Persona Creation, User Journey Mapping, Competitive Analysis, A/B Testing, Quantitative & Qualitative Analysis

Software – Figma, Miro, Google Workspace