# Yi Wang

Senior UX Designer

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## Eexperience

**GOOGLE
via
SIGNATURE
CONSULTANTS**
MOUNTAIN VIEW
2019.8 – NOW

**UX Design Contractor**
Designer for Map the World team, improving UX experience of internal Geo-data tools

- Conducted user researches to help stakeholders understand tool users, CUJs, pain points, opportunities.
- Proposed design solutions and helped implementations to make the design go live successfully.
- Bridged the communication across engineering/operation/product teams with tangible designs and facilitate cooperation.

**BAIDU CHINA**
SHANGHAI
2012.1 – 2019.2

**Lead UX Designer & Design Lead @ Baidu AR** (2016 – 2018)
Design for AR-related capabilities, including SLAM, photo effects, etc.

- Worked on the research of interaction framework for AR experience and delivered the "Guidelines of AR Placement Scenario Interaction Design".

**Lead UX Designer & Design lead @ Baidu Maps** (2016 – 2018)
Led the design of Baidu International Maps and POI crowdsourcing product. Built and managed small design teams across cities.

- First UX designer of Baidu International Maps. Defined the core usage scenarios and audience; Delivered Travel Maps, Trip Plan and other core features for traveling abroad.
- Led innovative designs to help data growth. Hands-on design of exploring surroundings won an innovation award in Map Business Group in 2017.

**Lead UX Designer @ Baidu Input Method** (2013 – 2016)
Led the design of Baidu Input Method of all Mobile Platforms.

- Led interaction design team to design a new generation of Baidu Input Method and helped the breakthrough of 100 million DAU.
- Guided design solutions of innovative features to promote keyboard user experience, including search, clipboard, floating keyboard, etc.
- Hosted mini design sprints with product teams and helped product direction plan.
- Helped product to achieve a Chinese Best Tool Award in 2015.

# EDUCATION

**Hunan University**
CHANGSHA CHINA
2010 – 2013

**Master of Design & Arts**
- The most prestigious design graduate program in China
- Admitted as Top 3 Student in China, graduated with honors

**Tianjin University
of Commerce**
TIANJIN CHINA
2006 – 2010

**Bachelor of Engineering**
- Studied industrial design

# ACTIVITIES & PATENTS

**ixDC
(International
Experience Design
Conference)**
BEIJING
2017.7

**Workshop Host, Speaker**
- Speaker of Rationality and Sensibility in Product Innovation Designs
- Hosted a workshop about How to Conduct An Innovative Design

**Patents
for
Invention & GUI**
CHINA

- Method & System for Inputting Emoticon (CN107153496A)
- Method & System for Expansion of Emoticon Package in Input Method (CN105975100A)
- Method & System for Displaying Elements of Input Method ( CN105718150A)
- 22 other GUI patents of Maps and Input Method