Yang Ziying

UX Designer
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Experience

UX Designer, Rakuten Viki · April 2025 - Present
- Delivered mobile web video playback feature so users could stream content without downloading the app, increasing registration 4x from 4% to 19%.
- Designed a PIN-based parental control feature that safeguarded children from age-inappropriate content to comply with legal regulations.
- Contributed to cross-functional design workshops, collaborating with stakeholders to generate and prototype new features through rapid wireframing.

Associate UX Designer, Rakuten Viki · January 2023 - March 2025
- Implemented an email verification feature at signup, raising verification rates 4x from 15% to 61% and reducing friction for users in later subscription steps.
- Developed a subtitle team management feature, starting with a high-level solution, validating via usability tests, rolling out iteratively, and using survey feedback to guide improvements.

UX Design Intern, Rakuten Viki · June 2022 - December 2022
- Assisted UX, product, and engineering teams in creating user-centered prototypes and interactive designs, ensuring alignment with business and technical needs.
- Supported user research efforts, including usability tests and surveys, helping turn insights into actionable design improvements.

UX Design Analyst Intern, Lexly Health · 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

Bachelor of Business (Marketing), Royal Melbourne Institute of Technology (SIM)
January 2016 - June 2017

Additional Information

- **Certifications:**
  - UX Design Bootcamp by Vertical Institute · April 2022
  - Junior Full Stack Developer Program by Generation Singapore · July 2021 - April 2022
- **Skills:** UX Design, UI Design, Service Design, User Research, Wireframing, Prototyping, Design Thinking, Stakeholder Management, Workshop Management
- **Tools:** Figma, Miro, Maze, Dovetail, Figma Make, Google Stitch, ChatGPT
- **Languages:** Fluent in English and Chinese