



Yi Zhang

🌐 www.theyizhang.com

✉ yizhang1266@gmail.com

☎ +1(201)774-2666

EXPERIENCE

Staff Product Designer · Broadcom

Nov 2023 ~ Present · Palo Alto, CA

- Leading design for workloads monitoring solutions, encompassing applications, operating systems, databases and Kubernetes;
- Conducting design reviews within the VCF UX team to ensure consistency and alignment of product strategy;
- Led the design for network operations, product integrations and licensing for VCF Operations 9.0.

Senior Product Designer · VMware

Nov 2019 ~ Nov 2023 · Palo Alto, CA

- Led the unified commerce experience;
- Led the design for vSphere+ which encompasses the free trial, infrastructure operations, and the cloud gateway;
- Led the initial planning for the Design Borathon and was nominated for the Office of CTO awards.
- Provided mentorship to fellow designers, facilitating their success in driving innovative concepts;

User Experience Designer · Poynt

Oct 2017 ~ Nov 2019 · Palo Alto, CA

- Led the first risk case management for prospective PayFac merchants and reseller portal pricing plan;
- Worked on various merchant-facing products including merchant onboarding flow, customer checkout experience, Poynt tutorials, installments, invoicing email flow, chatbot, receipt, and reporting;
- Led hardware-related projects including low battery mode, core apps/payment fragment redesign, and quick start guides;
- Created motion design and illustrations to empower experience.

Design Engineering Intern · United Nations

May 2017 ~ Aug 2017 · New York, NY

- Created new data visualization for the life cycle of all the collections;
- Created videos for UN Career, Department of Management;

Product UX/UI Design Intern · SevenRooms

Jun 2016 ~ May 2017 · New York, NY

- Worked on the booking widgets for the restaurants;
- Worked on icon library and created animations for web assets;
- Customized floorplans for all the restaurant clients;

AWARDS

Officially Selection by Siggraph

Jun 2016

GAME PROJECTS

Kitty in the Box 2

2016

Albert & Otto (Mobile version)

2016

PATENTS

Hornbill Vacuum Cleaner

2015 · (CN303181579S)

Cartoon City View Puzzle for Kids

2014 · (CN302918007S)

EDUCATION

MFA, Computer Art

School of Visual Arts

2015 ~ 2017

BA, Animation

Jiangsu University

2011 ~ 2015