

# YAO SHI

Yao is a strategic “product developer”, specialized in user experience design. She enjoys cross-functional collaboration and intellectual challenges.

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## PROFESSIONAL

### **Uber Freight, San Francisco** **Product Designer** 2019 - Now

- Design and humanize trucking industry customer-facing products powered by machine learning algorithms.
- Build foundational pricing tools for internal operations teams to experiment in order to foster healthy marketplace dynamics.

### **User Testing, San Francisco** **Senior Product Designer** 2017 - 2019

- Led new product exploration using JTBD framework and design sprints, driven by OKR.
- Redesigned core experiences in collaboration with research, PM, engineering and marketing.
- Fostered design culture by painting the vision with executives and socialize it internally and externally with customers.

### **Continental Intelligent Transportation Systems, Santa Clara**

#### **Product Designer** 2015 - 2017

- Located product market fit with PM and sales.
- Designed end-to-end user experience across web, mobile apps and in-car HMI.

### **SAP Design & Co-innovation Center, Palo Alto** **Design Consulting Intern** 2014

- Designed HR and CRM software solutions for enterprise clients, e.g. Walmart.
- Utilized design thinking and software solution consulting to facilitate digitalization of Taiwan Nanshan Insurance’s business process.

### **Roland Berger Strategy Consultants, Beijing** **Strategy Consulting Intern** 2013

- Conducted New Energy Vehicle market research with German OEMs for Beijing 2014 NEV pilot.

### **BMW China Development Center, Beijing** **UX Design & Research Intern** 2012 - 2013

- Conducted customer behavior research for China Mainland, Hong Kong, Taiwan, Japan and Korea.
- Designed UI for in-car infotainment (BMW i-Drive system), navigation and spelling modules.

## EDUCATION

**Northwestern University, Evanston, IL**  
Segal Design Institute  
2013 - 2014  
MS in Engineering, Design & Innovation  
Clients: P&G, Samsung & Erie Health Center

**Tsinghua University, Beijing, China**  
2009 - 2013  
BS in Automotive Engineering & Design

**Technical University of Munich, Germany**  
2011  
Engineering Management across Cultures

## LEADERSHIP/VOLUNTEERING

**Second Harvest Food Bank**  
2017 - Current

**Tsinghua Econopower Race Car Team**  
2010 - 2012  
CEO and car body designer  
Ranked 4th in Shell Eco-Marathon Asia

## AWARDS

**BMW Project J Creativity Competition, 2012**  
Championship, Spatial Gesture Control Interface Design embedded in car, “iAnova”

## SKILLS

### LANGUAGE

English, Mandarin, German (basic)

### PROFESSIONAL

Sketch, Photoshop/Illustrator/After Effects, InVision, Figma, Principle, Balsamiq, Keyshot, 3Ds Max, CorelDRAW, Solidworks, Arduino, HTML, CSS