

Yingzhen CAO

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Product Designer specialized in complex problem-solving

Greenbelt, MD

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EDUCATION

University of Maryland, College Park (UMD)

Expected May 2025

Major: Human-Computer Interaction

GPA:3.9

Core Modules: Interactive Design, Nature Language Processing, Conversational Design, Data Visualization and Analysis

The Chinese University of Hong Kong, Shenzhen (CUHKSZ)

Sept 2019 - Jun 2023

Major: Applied Psychology

Core Modules: Psychological Testing, User Research Methods, Cognitive Psychology, Analytical Writing

WORK EXPERIENCE

✧ **D2Worldwide**, South Dakota, United States

June 2024 - Present

User Experience Designer, Intern (Remote)

- Lead end-to-end redesigns of the BestBuy service site and D2Worldwide corporate site, significantly improving usability, accessibility, and visual consistency.
- Conduct 100+ accessibility audits and collaborated with Amazon and Best Buy stakeholders to ensure WCAG compliance and enhance cross-platform user satisfaction.
- Design and managed digital content across platforms, aligning with brand identity and boosting engagement metrics.
- Deliver annotated design specifications and collaborated with developers to ensure high-fidelity implementation.

✧ **Metacular**, San Francisco, US

May 2025 - Present

Product Design Intern (Remote)

- Design user flows, wireframes, and high-fidelity prototypes for a product manager AI agent competition platform and online community.
- Create marketing collateral and pitch decks to communicate value propositions to investors and users.
- Collaborate closely with PMs and engineers to iterate on features and ensure design feasibility, usability, and alignment with user goals.

✧ **American Occupational Therapy Foundation**, Maryland, United States

Sept 2024 - May 2025

User Experience Designer, Capstone Project

- Led initial discovery with 6 user interviews and a competitive analysis to identify navigation and content pain points on a nonprofit's information-heavy website.
- Revamped the site's information architecture through 3 iterative rounds, improving content discoverability and increasing navigation efficiency by 49%.
- Conducted 5 usability tests on high-fidelity prototypes, iterated based on insights, and ultimately boosted user satisfaction by 68%.
- Designed user flows, wireframes, and prototypes aligned with accessibility standards to support inclusive design goals.
- Built a scalable design system and reusable templates to future-proof content updates and maintain brand consistency.
- Delivered comprehensive documentation and specs for seamless developer handoff and smooth implementation.

SKILLS

- ✧ Methods: Wireframe, Prototype, Design System,, Usability test, Workshop, User interview, Visual design
- ✧ Tools: Figma, FigJam, Axure, Storybook, Adobe Creative Suite, Google Analytics, Wordpress, Webflow
- ✧ Programming Languages: Front-end programming, HTML, CSS, JavaScript, Java