Tianyi Zhang

UX/UI Designer

Award-winning designer with 6+ years of expertise in UX/UI and motion design, leading human-centered strategies that drive usability, engagement, and product success across B2B and B2C experiences.

Work Experience

Interaction Designer | Google

Sep - Nov 2025, Seattle, WA. | Contract

• Designing consumer customization Al feature for Google Shopping.

Interaction Designer | HP

April - Jun 2025, Seattle, WA. | Contract

- Led development the interactive design guidelines for a new device for HP PC team.
- Contributed to concept development and user research for the Alpowered onboarding experience.

Interaction Designer | Google

Sep - Dec 2024, Seattle, WA. | Contract

• Led redesign labels and content hierarchy in shallow zoom level maps to enhance usability and clarity for Google Maps.

Nov 2022 - Nov 2023,

- Led design interactive method and camera behavior in a new 3D feature, tested it with 100k+ users for Google Maps.
- Optimized label solutions at deep zoom level maps, reduced visual noise and tested by 10k+ internal testers.
- Conducted competitor analysis to uncover insights & opportunities for future Google Maps design directions.

UX/Motion Designer | Shinga Creative

Feb 2024 - Present, Remote | Part-time

- Led design user flow and gamification feature, created motion for the EcoEat app; redesigned a client's B2C website user flows and raising filter feature satisfaction from 62% to 90% for 10k+ users.
- Built scalable UI components and interaction design guidelines.

UX/UI Designer | SCADpro Design Studio

Mar 2021 - Mar 2022, Savannah, GA. | Intern

- Led design data visualization & user flow for dashboard, created promotional videos for Deloitte, Situational Awareness Team.
- Led design gamification feature to improve users' financial health and delivered rapid prototypes for Google Pay.
- Led the design of engagement features achieving 98% usability satisfaction, enhanced UI and design system consistency for Deloitte, services team.

Motion Graphic Designer | PlayNetwork,Inc

Nov 2017 - July 2020, Los Angeles, CA. | Full-time

• Created video content with 2D/3D visual effects, lower-third animations, and typography for in-store screens for clients.

- **9**12-631-2526
- tianyiux.com
- in linkedin.com/in/tianyiux
- 💡 seattle, wa.

Education

Savannah College of Art and Design (SCAD)

M.A | Interactive Design (GPA 4.0)

2020 - 2022, Savannah, GA

B.F.A | Animation

2014 - 2017, Savannah, GA. | Atlanta, GA. | Lacoste, France.

Awards & Certification

Red Dot Design Award

Design Concept Winner 2025

Indigo Design Award

Apps for Social Change, Gold Winner 2025 Apps, Silver Winner 2025

NY Product Design Awards

Interface & User Experience (NEW) - User Experience (UX), Silver Winner 2025

MUSE Design Awards

Conceptual Design, Silver Winner 2025

GDUSA(Graphic Design USA)

American Digital Design Winner 2025

Google UX Design Certificate

Dec 2023 - Aug 2024 | Coursera

Skills

Creative Thinking, Define Problems, Branding Strategy, Wireframe, Prototype, Usability Testing, Journey Maps, User Interviews, Information Architecture, User Flow, User Personas, Affinity Map,

Data Visualization, Typography, Color Theory, Responsive Design, 2D/3D Animation, Motion Graphic, Video Editing, HTML & CSS, Bootstrap,

Tools

Figma, Protopie, Adobe (XD, Illustrator, Photoshop, After Effects, Premiere), Procreate; Cinema 4D, Autodesk Maya; Webflow, Processing.