

ERIC YI

Data-driven product designer offering 7+ years of end-to-end design expertise. Skilled in building user-centric AR/VR experiences and driving new product strategies.

Senior Product Designer | Nuro August 2020 - Present

- Led new software and hardware design for the Remote Driving team.
- Designed and launched a patented 3D control interface in Unity, unlocking the first commercial driverless robot delivery in the US.
- Designed and co-created the driving console hardware that greatly improved the safety level and user satisfaction.
- Led quantitative and qualitative research initiatives for the next-gen product.

Lead Product Designer | Magic Leap October 2017 - August 2020

- Led various cross-functional projects for the Augmented Reality startup, focusing on the AR experience design for both consumers and developers.
- Designed and launched Magic Leap App Store, an on-device AR app store.
- Created and managed the Developer Portal. Digitalized the publisher and merchant registration flow, growing the number of Magic Leap developers by 5x in 2019.
- Implemented and managed the Magic Leap 1 app submission process, increasing the number of apps in Magic Leap App Store by 3x in 2018.
- Designed the Diorama Builder that reduced the average icon creation time for developers and creators by 20%.
- Established AR/VR user research practices and processes. Led 50+ research sessions.

UX Designer II | Course Hero November 2015 - October 2017

- Mentored 2 junior designers, coordinating product and UX efforts across 3 streams.
- Executed major redesign projects on the document landing page, increasing monthly user engagement by 250%.
- Managed concept-to-launch of the quiz and study tools product on desktop and mobile platforms for college students, increasing NPS by 15 points in 2017.
- Created a library tool for 1 million+ active monthly users to organize documents.
- Collaborated with engineering, product, marketing, and customer support in the desktop and mobile app development cycle.

Designer | Bosch + MHCI January 2015 - August 2015

- Led a 5-person interdisciplinary team to design and prototype a smart home system. Directly reporting to the Head of Research Manager at Bosch Research Center.

Design Intern | IBM June 2013 - August 2013

- Created design guidelines for IBM China's client-facing applications.

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Education

Carnegie Mellon University '15

M.S. Human-Computer Interaction

GPA 4.0 / Dean's List

Carnegie Mellon University '14

B.S. Business Administration

GPA 3.96 / Dean's List

Core Competencies

Interaction Design

Visual Design

Data Analytics

A / B Testing

User Interviews

Usability Testing

User Research

Market Research

Agile Development

Design Tools

Unity

Blender

Sketch

Figma

Adobe Photoshop CC

Adobe Illustrator CC

Adobe After Effects

Programming Languages

Swift

Python

HTML / CSS / JavaScript

React

Node.js