PEIXIAOYU YU

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415-920-3091

Product Designer (UX/UI Focus)
with 2-year Design Experience

SKILLS

Design
User Interview, Survey, Persona, Competitive Analysis, Usability Testing, User Journey Mapping, A/B testing, Cognitive walkthrough

Brainstorming, Task Flows, System Usability Scale, Empathy Map, Information Architecture, Sitemap, Storyboard, Wireframing, Rapid Prototyping

Interface Design, Design System Guidelines, Branding, Interaction Design, Illustration

Frontend Development
HTML, CSS, JavaScript, JQuery, Php

TOOLS
Figma,
Sketch,
Adobe Creative Suites,
Invision,
Principles,
Zeplin,
Sublime Text

ABOUT

Creative thinker and energetic collaborator with 2 years of design experience and a background in management. My passion is to build empathy, prototype concepts, and design user-friendly solutions through multi-platform, including the responsive website and mobile App, especially the mobile-first responsive App and web.

WORK

Product Designer
Marlow Group, Inc | Sep 2020 - Dec 2020
- Led the redesign of Marlow's marketing website and dashboard.
- Created sitemap, wireframes, and prototypes for iteration. Conducted design critique and usability testing.
- Shipped the website redesign. Significantly improved user experience and branding consistency.

UX/UI Designer
Tweebaa Inc | May 2020 - Sep 2020
- Led the design of micro-interaction design for Tweebaa App to improve the B2C user experience.
- Emphasized pixel-level design and interaction design.
- Created a UI Kit Library for Tweebaa App V1.0.
- Took part in the agile process and iterated on design based on user feedback and design critique.

PROJECTS

UX/UI Designer
Young & Hungry Agency | Sep 2019 - Dec 2019
- Redesigned Blue Endeavors' mobile app.
- Worked team of 8 through brainstorming sessions and UI design sprint to finalize ideas based on multiple design candidates.
- Prototyped interfaces and built brand guidance.

EDUCATION

M.A. in Web Design & New Media (UX Design Focus)
Academy of Art University (2018-2020)

B.A. in Information Management
Zhengzhou University (2013-2017)