YUE YU

Product Designer / User Experience Designer

WEBSITE www.yuedesign.fun
PHONE 3607126172
EMAIL yueydesign@gmail.com

WORK EXPERIENCE

User Experience Researcher
May.2022 - Dec.2022

Northeastern University / Boston, USA

- Provided app prototyping, user flow blueprint, storyboarding, user testing material, and workshop activities.
- Conducted 20+ user testing and 10+ user interviews to collect user needs and translate them to research reports and design iteration.
- Analyzed user experience and iterated on the wireframe and service design.

UI/UX Designer (Product Designer)
Jun.2021 - Nov.2021

Shenzhen Wenlu Education / Remote

- Optimized the product user interface and business terminal interface by designing new app color schemes and interface layouts.
- Collaborated with product managers and engineers to improve product features, including user flow and interface design.
- Performed analysis of industry competitors, and target users, and provided reports of product market, identifying user pain points.

Graphic Designer
Jun.2020 - Aug.2020

Indeed Education / Remote

- Created product brand positioning, visual, graphic, and video support for internal and external needs, including the brand logo, video templates, and business cards, and apply design on mock-up.
- Performed promotional materials for 5+ online platforms and in-store materials, such as posters, flyers, and icons for the official website.
- Developed and executed overall design concepts across various marketing and communication materials, such as websites, social media, and print collateral.

Product Designer
Jun.2018 - Aug.2018

Daye Design Company / China

- Researched current product trends, competitions, and user behavior, creating mood boards and brainstorming to inspire and validate product direction.
- Visualized new design concepts via sketching, 3D modeling, product image rendering, and model prototyping.
- Worked with the engineering team to validate and refine design concepts.

EDUCATION

Northeastern University
Sep.2021 - May.2023

Experience Design, MFA / GPA 3.92

- Graduate Student Scholarship
- Neurath Outstanding Scholarship Award

University of Illinois at Urbana-Champaign

Industrial Design, BFA / GPA 3.45   Sep.2018 - May.2021

SKILLS

Prototype Software

Figma / 3D Printing / Arduino / Unity (VR/AR)

Adobe Suite

Illustrator / Indesign / Photoshop / Premiere Pro / After Effects

Model Software

SolidWorks / Rhinoceros / Keyshot

Design Skill

User Research / Sketching / Wireframing / Persona / Journey Mapping / Storyboarding / A/B Testing / User Testing / Field Study / Photography / Usability Testing / Data Visualization

Certificate

Social & Behavioral Research (CITI Program)

Language

English / Mandarin / Cantonese

OTHER EXPERIENCE

Coca-Cola & MUJI Recycle Material Design
Product Designer & Experience Designer

- Outstanding Finalists Award

Mayor's Office, City of Quincy
Experience Designer

- Through field research, user interviews and discussions with different departments related to the stacks, we provided the client with several design solutions that would improve the user experience.