Yizhuo Hu

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Technical Skills

Figma, Sketch, Photoshop, Illustrator, Webflow, Framer || HTML5, CSS3(Tailwind), JavaScript(ES6), React, SEO

Personal Strength

A UX designer know frontend, capable of proposing design concepts and delivering maintainable frontend code, and comfortable working with designers, developers, marketers, and business stakeholders.

Portfolio: https://yizhuo.org/

Canada Volunteer Experience

65square | UX Designer | 2025.1 – Now
- Delivered multiple reusable design templates, and ensure consistent visual style and a cohesive user experience.
- Collaborated with product managers to refine PRD documents, and optimizing interaction flows.
- Worked closely with front-end engineers to articulate Figma design structures and interaction logic, enhancing development efficiency and ensuring high-fidelity design implementation.

Work Experience

Wicresoft Co., Ltd. (Outsourced to Microsoft) | UX + Frontend | SaaS Product Focus | 2022.11 – 2023.11
- Focused on SaaS product design and customized secondary development, tailoring solutions to enterprise client requirements across industries.
- Participated in multiple stakeholder interviews to gather product requirements, understand technology requirements and align design deliverables with business objectives.
- Mapped out end-to-end user journey maps, personas, and service blueprints to provide product designers and front-end engineers with a clearer understanding of business needs and design requirements.
- Created wireframes interactive prototypes, and reuseable components using Figma, ensuring consistency with enterprise-level design systems.
- Led the production of dashboard interfaces, breaking down final designs into reusable modules to enhance page maintainability.
- Collaborated with product owners, frontend engineers to ensure design solutions were feasible and user-friendly.

Silkroad Visual Technology Co., Ltd. | UI Designer + Frontend Developer | 2021.9 – 2022. 10
- Held a hybrid UX/UI design and frontend development role, bridging the gap between design and engineering.
- Contribute to the innovation and development of new features and products, leveraging user-centered design principles and methodologies.
- Design, build, and maintain reusable UI components and front-end libraries and delivered Figma-based wireframes, prototypes, and visual designs, and independently implemented them into responsive, modular HTML/CSS/JavaScript components.
- Worked closely with product managers and engineers in Agile sprints to ensure design feasibility, usability, and maintainability in real-world implementations.
- Continuously iterate on designs based on feedback, data, and evolving project requirements.

Projects

RiriBa | SaaS | Web | 2022.11 - 2023.11 | Figma, Office 365 (click to see)
- Designed and optimized Dashboard interfaces, enhancing data visualization readability and ease of use.
- Conducted user research and applied contextual analysis to design interactive flows and visual interfaces for bulk member marketing, enabling personalized campaigns for diverse user segments.
- Collaborated closely with product managers and front-end engineers to deliver high-fidelity mockups and interaction documentation, ensuring efficient feature implementation.
- Following the new Dashboard launch, users saw a 30% improvement in efficiency for data filtering and marketing campaign configuration, with a significant increase in overall interface satisfaction.

Refactoring Restaurant iPad Ordering Application | Tools: Figma (click to see)
- Directed the redesign and optimization of the user interface to enhance the clarity and efficiency of the ordering process.
- Re-engineered the front-end interaction logic to align with existing APIs, ensuring a fluid user journey from menu browsing to payment.
- Established a unified design language and component library to improve development scalability and maintain visual consistency across the platform.
- Delivered complete UX deliverables including interactive prototypes, UI designs, and specification documents to guarantee a smooth and accurate implementation.

Premium Product Static Page | Tools: Figma (click to see)
- Drove the visual design and interface overhaul to develop brand-aligned, high-impact showcase pages.
- Created and executed a multi-platform responsive design strategy, delivering a unified user experience and visual integrity across all devices (web, iPad, mobile).
- Enhanced design scalability and simplified maintenance by establishing a component library and typography guidelines.

Static Web Page Design | Tools: Figma (click to see)

Graphic Design | Tools: Figma (click to see)

Variant-Based UX Strategies | Tools: Figma (click to see)

Canva Design | Tools: Photoshop (click to see)

Educations & Certifications

2017.9 - 2021.6 || Luxun Academy of Fine Arts || Digital Media Art || 4 Years Bachelor Degree (WES)
2024.1 - 2025.4 || Bow Valley College || Software Development || Canada Degree