

# Yafan Wu

4+ years experience as a Product Designer specializing in consumer facing products producing enhanced metrics. Flexible and open to enterprise products.

## EXPERIENCE

### Zhangyue *Senior Product Designer*

Apr.2020 - Aug.2021 | Beijing, China

*iReader app is a Top1 online reading app (150 million active users per month) produced by Zhangyue. I led the innovative updates to the iReader app.*

- Led Searching Improvement project: increased book click rate by 30%, reading conversion rate by 10%, retention rate by 5.34%.
- Led Text to Speech Improvement project: increased listening usage rate by 3% and average time spent by 4mins and reduced customer complaints by 35%.
- Led 0-1 auto refund project: reduced customer complaints by 50%, saved employee cost by 50%.
- Redesigned book detail page: increased reading conversion rate by 18%, retention rate by 1%.
- Drove design vision into product strategic roadmap, summarizing and sharing knowledge, helping increase the design team's visibility and recognition.
- Focused on product strategy, interaction design, visual design and user research. Collaborated with PMs, Engineers, Data Analyst, Operator specialist and Customer Feedback specialist.
- Created a new design collaboration way, wrote the design documents, optimized the workflow thereby improving the work efficiency of the user experience design team.
- Facilitated design sprint and brainstorming on user engagement for reading.
- Hosted design and project review critiques with design team and project teams across multiple partners.

### iQianjin *User Experience Designer*

Apr.2018 - Jan.2020 | Beijing, China

*iQianjin is a Fintech company providing financial products*

- Redesigned the open account page and increased account open success rate by 5.4% and purchase rate by 1.1%.
- Redesigned product purchase page and increased purchase conversion rate by 6.43%.
- Researched user interaction with the app, built up a new research team, designed a usability testing plan, collected and analyzed the surveys.
- Refreshed a new design system to reduce cognitive load.

### Anutra Innovations *User Experience Designer*

Jan.2017 - Mar.2017 | NC, USA

*Anutra Innovations provides software for the training of healthcare professionals*

- Responsible for crafting a new experience for the web app. Conducted user research, interviewed employees to understand their needs.
- Conducted testing, implemented iterations and delivered final mockups with interactions for web application.

### AoHey *User Experience Designer Intern*

Sep.2016 - Jan.2017 | NC, USA

- Delivered the wireframe and interfaces mockups

[hiyafanwu.github.io](https://github.com/hiyafanwu)

+1 650-885-1936

yafanwu007@hotmail.com

## WHAT DESIGNER AM I

Customer obsessed  
Business metrics focus  
Data driven  
Systematic thinking  
Team player  
Aesthetics

## SKILLS

### Design

Product strategy  
Design ideation/brainstorming  
Wireframes and mock up  
Interaction design  
Visual design  
Design library guideline

### Research

Quantitative & Qualitative  
Data tracking  
AB testing  
User surveys  
Competitor analyses  
Usability testing  
User interviews

### Tools

Figma/Sketch/Invision  
Adobe CC  
Google Docs/Keynote

## EDUCATION

### North Carolina State University

Master of Landscape Architecture  
2016

### Hubei Institute of Fine Arts

Bachelor of Landscape Architecture  
2012