Yafan Wu

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

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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 interactction 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.

Landvision Design *Designer*
Jan.2017 - Oct.2017 | NC, USA

- Visualized drawings by using sketch, photoshop to create high quality mockups.

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