

Wen Yan

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OBJECTIVE

Passionate and motivated UX Design undergraduate seeking a Trainee position at Nokia to gain hands-on experience in user research and design. Excited to contribute to a dynamic team while developing skills in UX design, research, and product development.

KEY COMPETENCIES

- UI/UX Design: Wireframing, Prototyping, User Flows, Interaction Design
- User Research: Surveys, User Interviews, Usability Testing, Data Analysis
- Toolkits: Figma, Miro, dribbble, mobbin, Google, Youtube
- Coding: HTML, CSS, JavaScript, React.js
- Additional Skills: Communication and Collaboration

PROFESSIONAL EXPERIENCE

Momochi UI/UX Redesign Project (Self-led project)

08.2024-Present

- Objective: Redesign Momochi's website to enhance user experience, specifically focusing on improving the online ordering process to increase mobile engagement.
- Research: Conducted extensive user research to identify key pain points. Found that 100% of users interested in ordering but faced challenges due to missing features like ordering system and checkout.
- Design Process: Developed mobile-first wireframes and interactive prototypes to visualize the new ordering process, based on research findings.
- Results: Increased user engagement, enhanced user experience and potentially boost business growth.

Kid's Toys E-commerce UI/UX Design Project (Self-led project)

06.2024-07.2024

I designed and developed a user-friendly online store using WordPress and WooCommerce. With a focus on bright colors, clear layout, and intuitive navigation, I created a fully functional website that's ready for customers to use with their own products.

Digital Advent Calendar Builder UI/UX and Development Project (Team project)

03.2024-05.2024

I contributed as both UI/UX designer and partial full-stack developer, building a customizable digital calendar with React, Redux, CSS, and Firebase. The tool enables users to create personalized calendars, blending functionality with a delightful user experience.

EDUCATION & CERTIFICATIONS

UI/UX Design

Helsinki Business School (undergraduate)

Figma, Interaction Design, User Research, Coding

Bachelor of Engineering

Centria University of Applied Sciences

Basics of IT, Project Management, Business

REFERENCES

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Dongbin Yang

Nokia