YINGCONG(JUNE) FU

Storyteller, UX Enthusiast

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💼 Experience

TOP Network | Sunnyvale, CA Aug. 2018 - present
Product Marketing Manager

• Collaborate with community managers, product designers and product managers to develop the first version of the official website and made iterations for better user experience.

• Create bilingual content strategy including text, infographics, and interactive designs for owned, earned, paid media. Generate user growth on social media platforms from 0 to 10k by providing engaging content as well as online and offline events. Conduct marketing campaigns for a series of significant milestones including Testnet release, coin listing on Huobi Global, product launch, token economy design, etc.

• Conduct competitor analysis and secondary research to identify next-step marketing and product strategies. Maintain business partnerships and media relations.

EVVEMI | San Francisco, CA June - Aug. 2018
UI/UX Designer

• Joined as the earliest designer at EVVEMI, a decentralized platform to match hairstyle artists and clients with customized needs, ideated the user journey from scratch and designed the first mockup for desktop and mobile.

• Conducted door-to-door user research and usability testing with potential stylists and clients. Collaborated closely with developers implement the initial product launch.

Netpop Research | San Francisco, CA Dec. 2017 - March 2018
Data Visualization Designer

• Established visual style guides for mass production projects and designed external reports and infographics. Partnered with project managers to synthesize research data of quantitative studies.

• Led the production team and delivered reports for multi-wave customer satisfaction studies and brand tracking studies of Google products including Maps, G Suite, Google Express, etc.

VSCO | San Francisco, CA June – Aug. 2017
UX Researcher (Practicum)

• Led a team to conduct user-centric design research for the art and technology company on how to engage users through offline events involving stakeholder interviews, participant recruitment, user interviews, participate design and competitive analysis .

• Delivered a report including top findings and suggestions on UX design, which were highly appreciated by stakeholders.

🎓 Education

General Assembly
San Francisco, CA May 2018
User Experience Design
10-week part-time certificate course.

Northwestern University
Evanston, IL Sept. 2016 - Aug. 2017
M.S. in Journalism, business and interactive journalism track, 3.75/4.0
Patrick E Malloy Scholarship , Evelyn Y. Davis Scholarship for top students in business track.

Nanjing University
Nanjing, China Sept. 2012 - June 2016
B.A., Journalism and Communication, 3.85/4.0
Graduate with honor.

🖥️ Skills

Design and Wireframing
Adobe Photoshop, Illustrator, InDesign, Premiere, XD, Sketch, Principle, Balsamiq, InVision.

Front-end Development
HTML/CSS, Javascript, jQuery, Saas, React.JS, Redux.JS, Git.

Data Analytics
Excel, Google Analytics, Python, R, SQL, Tableau.

User Research
Competitive Analysis, Surveys, Field Study, Interviews, Usability Testing

🌎 Languages

Chinese (Native)
French (Elementary proficiency)