

Yingcong (June) Fu

(1)773-564-0066 | yingcongfu2017@u.northwestern.edu

<https://www.linkedin.com/in/yingcongfu/> • <https://yingcongfu.github.io/>

Education

Medill School of Journalism, Northwestern University, Evanston, IL Sept. 2016 - Aug. 2017

Master of Science, Journalism, Business and interactive journalism track.

Patrick E Malloy Scholarship, Evelyn Y. Davis Scholarship for top students in business track.

Nanjing University, Nanjing, China Sept. 2012 - June. 2016

Bachelor of Arts, Journalism and Communication

Graduate with honor; Renmin Scholarship First Prize for top 5%; Guanghua Scholarship for top 1%.

General Assembly, San Francisco, CA March. 2018 - present

UX Design, 10-week part-time certificate course.

Skills

- Language: Chinese (Native), French (Elementary proficiency).
- Design and Wireframe: Adobe InDesign, XD, Photoshop, Illustrator, Sketch, Balsamiq.
- Front-end Development: HTML, CSS, Javascript.

Professional Experience

Research Associate, Netpop Research, San Francisco, CA Dec. 2017 - March. 2018

- Contributed to survey design and analysis on multi-wave customer satisfaction studies and brand tracking studies of Google products including Maps, G Suite, Google Express, etc.
 - Interpreted open-end answers in qualitative studies. Created visualization of quantitative research results.
- Partnered with project managers to synthesize research data and develop strategies for clients.

Content Strategist Intern, BestReviews, San Francisco, CA June. – Aug. 2017

- Collaborated with marketing team and product team to track customer data and conducted social media analytics on Facebook, Twitter, Pinterest and Instagram for the e-commerce startup company.
- Conducted user research and created personas of heavy users. Developed editorial calendar for owned media and earned media to engage more users, and doubled traffic on Amazon Prime Day.
- Initially created content marketing strategies for a career page and a [mobile app launching project](#) prototype by Adobe XD and Balsamiq Mockups.

UX Researcher, VSCO, San Francisco, CA June. – Aug. 2017

- Led a team of four in a school project and collaborated with stakeholders to set goals and research plans.
- Conducted user-centered design research on how to make users more engaged in off-line events by modifying the design involving ethnography, participatory design, in-person interviews and usability testing. Presented feedbacks and suggestions that were integrated into product design optimization.

UX Designer, Knight Media Innovation Lab, Evanston, IL March. 2016 – June. 2017

- Worked in a team to integrate historical census data into [Census Reporter](#) that helps journalists find and understand data from the US Census American Community Survey (ACS).
- Processed, analyzed ACS data and created data visualization prototypes by sketching and wireframing.

Business Reporter, Medill News Service, Chicago, IL Sept. 2016 – June. 2017

- Produced 10+ multimedia stories in business, finance and technology in the real-time newsroom.
 - Covered stories including breaking news, economic indicators, earnings, small business and features.
- Stories were also published on Chicago Business Journal.