

Yingcong (June) Fu

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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 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 and collaborated with the art and technology company for a school project.
- Collaborated with stakeholders to set goals and research plans. Conducted user-centered design research involving participatory design and end user interviews. Presented a summary of feedbacks and suggestions on how to make users more engaged in off-line events by modifying the design.

UX Designer, Knight Media Innovation Lab, Evanston, IL Mar. 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.