YINGCONG(JUNE) FU

Storyteller, UX Researcher & Designer

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📍 https://yingcongfu.github.io/

💼 Experience

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

• Partnered with project managers to synthesize research data of quantitative studies. Established visual templates for mass production projects and designed external reports and infographics.
• Contributed to multi-wave customer satisfaction studies and brand tracking studies of Google products including Maps, G Suite, Google Express, etc.

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

• 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.

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

• 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.

Knight Lab | Evanston, IL March. 2017 - June.2017
UX Researcher & Designer (Practicum)

• Worked in a team to integrate historical census data into Census Reporter to help 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.

🎓 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
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
Graduate with honor. Renmin Scholarship First Prize, Guanghua Scholarship for students with outstanding academic performance .

💻 Skills

Design and Wireframing
Adobe Photoshop, Illustrator, Indesign, Premier XD, Sketch, Balsamiq, Invision.

Programming
HTML/CSS, Javascript, Python, R, Git.

Data Analytics
Excel, SQL, Tableau.

🌐 Languages

Chinese (Native)
French (Elementary proficiency)