




# YINGCONG (JUNE) FU

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## Experience

### **UX Content Strategist | TOP Network**

Sunnyvale, CA | Aug. 2018 - present

- Prototyped and provided UX writing for the company website, mobile Apps and internal developer tools. Collaborated closely with cross-functional teams to develop and maintain a consistent voice across multi-channel platforms including Telegram, Twitter, Medium, and more.
- Applied UX design principles to conduct competitor analysis and secondary research to identify content design strategies for products including Testnet, Mainnet, DApps, Staking campaign, a cryptocurrency wallet and exchange
- Crafted online marketing documents including infographics, presentations, handbooks, whitepaper and offline marketing materials in collaboration with visual designers

### **UI/UX Designer | EVVEMI**

San Francisco, CA | June - Aug. 2018

- Conducted door-to-door user research and usability testing to identify user behaviors and targeting markets for the data-driven platform to match hairstyle artists and clients with customized needs
- Ideated user journeys including onboarding, match and checkout process, and designed the first mockup for desktop and mobile
- Collaborated closely with developers to implement the first version of EVVEMI website and made iterations before the initial product launch

### **Data Visualization Designer | Netpop Research**

San Francisco, CA | Dec. 2017 - March 2018

- Synthesized and processed research data of qualitative/quantitative studies to understand product brand awareness, performance, competitor landscape and user behavior in a global, multi-wave scope
- Produced reports via data visualization powered by Tableau and D3
- Created visual style guide and led the production team to deliver reports to stakeholders under tight deadlines

### **UX Researcher | VSCO**

San Francisco, CA | June – Aug. 2017

- Conducted user-centric design research through stakeholder interviews, participant recruitment, user interviews, participate design and competitive analysis for the art and technology company, focusing on how to leverage the content and engage users through offline events
- Delivered a report incorporating research methods, key findings and suggestions on the event section of VSCO product design to stakeholders

## Education

### **General Assembly**

User Experience Design

San Francisco, CA

March - May 2018

### **Northwestern University**

M.S., Digital Journalism

Evanston, IL

Sept. 2016 - Aug. 2017

### **Nanjing University**

B.A., Journalism and Communication

Nanjing, China

Sept. 2012 - June 2016

## Skills

### **Design and Wireframing**

Adobe Creative Suites

Sketch

Principle

Balsamiq

InVision

Zeplin

### **Front-end Development**

HTML/CSS

Javascript

Git

### **Data Analytics and Visualization**

Python

R

SQL

D3

Tableau

### **User Research Methods**

Qualitative/Quantitative research

User Interview

Competitive Analysis

Surveys Design

Field Study

Usability Testing