

YINGCONG(JUNE) FU

User Experience Designer

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Experience

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

- Designed desktop and mobile mockups of EVVEMI, a platform to match hairstyle artists and clients with customized needs.
- Conducted door-to-door user research and usability testing with potential stylists and clients. Ideated user journey and site maps, and collaborated closely with developers for initial product launch.

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

- Managed establishing 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.

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

- Initially conducted user research, competitive analysis and created personas of heavy users, user journey and site map to ideated UX mockups for a career page and a mobile prototype based on qualitative and quantitative research data.
- Collaborated with the marketing team to track customer data and conducted social media analytics on Facebook, Twitter, Pinterest and Instagram for the e-commerce startup company. Managed an editorial calendar for online publication and SEO copywriting.

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
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.

Skills

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

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

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

Languages

Chinese (Native)
French (Elementary proficiency)