# YUCHUN YANG

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## ABOUT ME

Ambitious and creative UX Designer with experience in digital volunteering for a museum and a dental care project. Passionate about enhancing user experiences in healthcare, retail and cultural sectors through innovative and user-centric design solutions.

## EDUCATION

**MSc User Experience Engineering**       09/2022-09/2023  Goldsmiths University of London
- Module: Human Factors; Introduction to Research Methods; Computing the User Experience; Interaction Science; Designing Information and Services; Digital Sandbox

**BEng Packaging Engineering**       09/2016-07/2020  Tianjin University of Commerce
- Module: Computer Graphics; Computer-Aided Design; Food and Medicine Packaging; Package Decoration and Modelling Design; Color Matching etc.

## WORK EXPERIENCE

02/2024-now  **UX/UI Design Volunteer** - Adesso Development Initiative - Ebonyi, Nigeria (Remote)
- Website Design: Utilized WordPress to design and develop the organization's website, enhancing user interface and experience for visitors.
- Prototyping: Created wireframes and interactive prototypes using Figma, including both low-fidelity (Lo-Fi) and high-fidelity (Hi-Fi) designs to iteratively test and refine user flows and interactions.
- Collaborative Design: Conducted regular meetings with two colleagues using Google Meet to discuss design strategies, gather feedback, and collaborate on project milestones. Implemented collaborative feedback to improve the overall design and functionality of the website

06/2023-now  **UX/UI Design Volunteer** - REME Museum - Wiltshire, UK (Remote)
- Accessibility Implementation: Developed and implemented the website accessibility plan using WordPress, ensuring an inclusive and accessible experience for all users. Focused on compliance with WCAG 2.1 standards, like adding alt text for images.
- Usability Optimization: Conducted usability tests by checking links for validity and ensuring they open in new tabs where appropriate.
- Collaborative Teamwork: Worked closely with three other digital volunteers using Google Meet for regular meetings. Collaboratively discussed project progress, design strategies, and implemented enhancements using Access to track progress, ensuring efficient project completion.

11/2023-now  **Supermarket Assistant** - Waitrose & Partners - London, UK (On-site)
- Provided Excellent Customer Service: Assisted customers with inquiries and product locations, enhancing customer satisfaction and developing strong empathy and communication skills.
- Collaborated with Team Members: Worked closely with colleagues to maintain smooth store operations, outstanding teamwork and collaborative skills

01/2023-10/2023  **Healthcare Volunteer** - Outward Housing - London, UK (On-site)
- User Research: Engaged with elderly residents to understand their needs and preferences. Collected feedback through conversations and observations to identify activities that would enhance their quality of life.
- Empathy and Communication: Provided emotional support and positive listening, fostering strong relationships and trust with the elderly. Used insights from interactions to tailor activities that addressed their feelings of boredom and isolation.
- Activity Coordination: Organized and facilitated various activities such as knitting and puzzles, ensuring they were aligned with the residents' interests and abilities. Collaborated with other volunteers to plan and execute these activities effectively.

## PROJECT

Enhancing Dental Care Communication for Non-Native English Speakers [(Learn More)](#)
Year: 2023 | Duration: 7 months | Platform: Mobile | Role: UX Designer

- <u>Aim:</u> Improve communication for non-native English-speaking dental patients through a user-friendly mobile app.
- <u>Key Activities:</u>
  - Conducted user interviews, created personas, and mapped user journeys.
  - Designed and tested information architecture using tree testing.
  - Developed and validated Lo-Fi and Hi-Fi prototypes with task-based and SUS testing.
  - Implemented accessibility features.
- <u>Results:</u> Enhanced patient confidence in communicating healthcare needs and ongoing improvements based on user feedback and testing.

## SKILLS

- <u>Design Tools:</u> Figma, Adobe Photoshop, Adobe Illustrator, Miro, Cinema 4D
- <u>UX Research & Testing:</u> User interviews, surveys, usability testing, A/B testing, tree test
- <u>Prototyping:</u> Wireframes, interactive prototypes
- <u>Front-End Development:</u> HTML, CSS, WordPress
- <u>Collaboration:</u> Cross-functional teamwork, agile methodology, remote collaboration tools
- <u>Other Skills:</u> Information architecture, user journey mapping, visual design, accessibility standards

## INTEREST

- Knitting, Badminton, Basketball, Cycling, Wooden Art, Painting, Muay Thai, Bouldering