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BING JIE REN

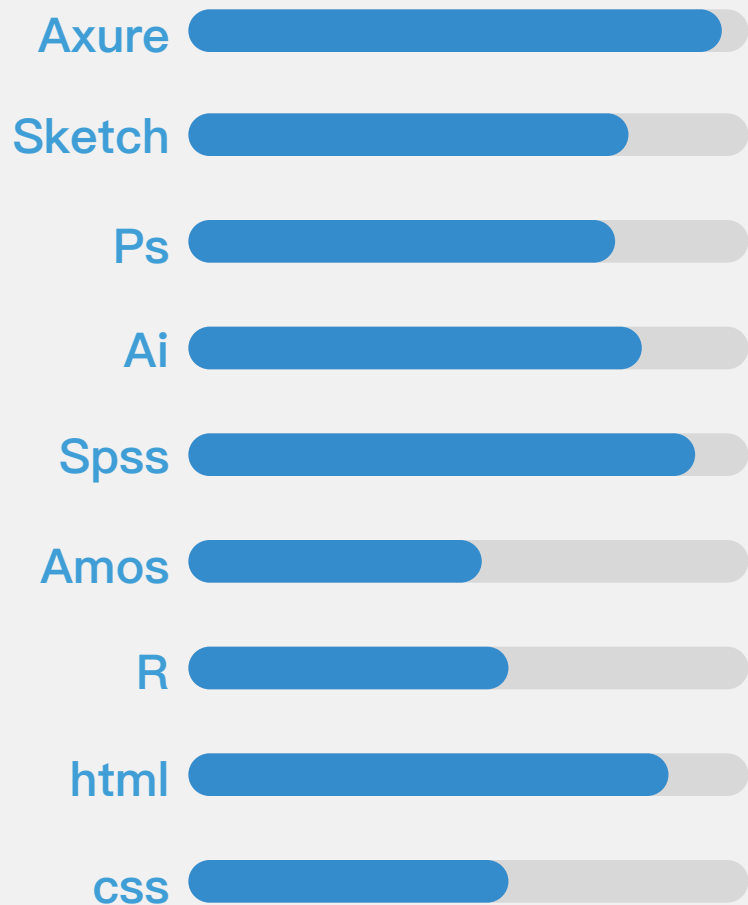
USER EXPERIENCE DESIGNER



INTRODUCTION

I'm a UX designer whose brain filled with imaginations and ideas. For seven years Academic learning on Psychology and specialized training on analysis and design through work, I'm skilled at analyzing users' psychological and behavioral characteristics based on understanding their needs and pains. Through observation and thinking, I devote myself to transform complex problems into meaningful and useful products or interfaces and try to find a balance between business goal and user experience.

SKILLS



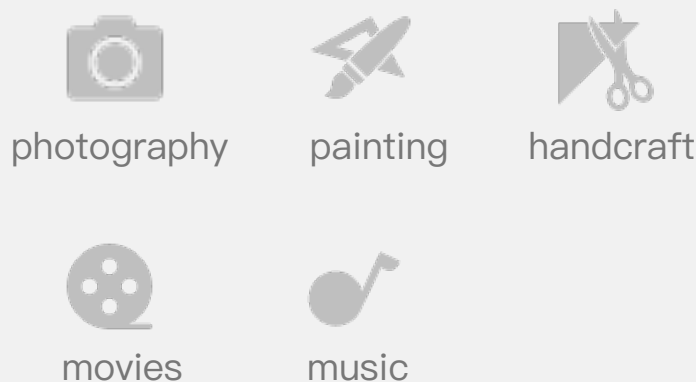
LANGUAGE

English

TOFEL, GRE---the skilled Writing and Reading ability

Chinese

INTERESTS



WORK EXPERIENCE

Ymatou Interaction Designer

2016.08 -

Primarily responsible for web and mobile interaction design for business customers. Full understand users' psychological and behavioral characters and their pains for using product so that transform these to meaningful and usable interfaces.

- Build mockups and wireframes for business customers.
- Assess existing interfaces and redesign, e.g. homepage, trade module, search function, instant chat, the progress of releasing/editing commodities based on usability.
- Provide research and proof of concepts on new ideas like dashboard/homepage design and so on.
- Create standards for interaction/interface design in the team and devote to promote efficiency.
- Provide monitoring tools and techniques to judge effectiveness of interfaces in production.
- Work and communicate with product owners and developers on integration of interfaces for web pages and mobile applications.

No.1 Shop (Wal-Mart) UX Design (User Experience Analyst)

2015.03 - 2016.08

Primarily responsible for prospective projects. Use research, data and validation methodologies to drive new points or perspectives from user experience to guide website or mobile site design in some degree. Familiar and skilled in usability testing, persona, journey map and other user researches.

- Early stage, communicate with other cooperators, including product managers, marketing and customer service.
- Mid-term, use proper method to do research, analyze data and find usability problems.
- Later period, present analysis result and new ideas from design conceptualization through product delivery with research reports.



INTERN& PRACTICE

- 2010-2011, as research assistant in Institute of Psychology, Chinese Academy of Sciences, participated in two transnational research projects.
- 07-08/2009, intern in Jinhua psychiatric hospital, assisted in accident assessment, legal identification and recorded counseling and therapy process in clinical room.
- 2008-2011, as Operator of a public benefit hotline to help sexual injury people.
- 2008-2011, as volunteer to help autistic children.
- 08-09/2008, as volunteer to service in Beijing Olympic and Paralympic Games.



EDUCATION

Master East China Normal University

2011.09 - 2014.07

Major: Applied Psychology, Social Psychology

Bachelor Beijing Forestry University

2007.09 - 2011.07

Major: Psychology

Minor Course

Interaction Design UC, San Diego (Coursera)

2015 - 2016

Computer & Art Design Beijing Forestry University

2008 - 2010