

Sara (Jinfan) Bai

UX/Product Design for May 2022 Full-time

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AWARDS

2nd Place
#hackforchange Hackathon
Tech for AAPI Alliance

1st Place
Edward C. Earl Design Prize
Architecture 2015 studio

2nd Place Finalist
Make Series 2 Design Competition
School of Architecture

Freshman Excellence Award
Gargoyles Architecture Honor Society

SKILLS

UI / UX

Figma + Prototipe
Sketch / Adobe XD
Framer
Basamiq
Invision
Adobe After Effect/ InDesign
/Photoshop/Illustrator

Coding

HTML | CSS
JavaScript
*Coded my portfolio and
a Bakery website project
Python
Vue.js

Design

Interaction Design
Visual Communication
User-centered Design
Storyboarding
Wireframing

Rapid Prototyping
Typography
Contextual Inquiry
Interview
Co-design

User Persona
Concept Mapping
Usability Testing
Heuristic Evaluation
Project Planning & Lead
Physical Space Design

EDUCATION

Carnegie Mellon University

Aug 2020-May 2022 | GPA 3.87/4.0
Master of Integrated Innovation for Products and Services (MIIPS)

University of Illinois at Urbana-Champaign

Aug 2013-May 2017
B.S. in Architectural Studies

EXPERIENCE

UX Design Intern @ S&C Electric Company

Remote | Jun 2021-Aug 2021

- Distilled complex system into **intuitive desktop UI**(33 screens) for an engineer control system.
- Conducted 18 in-depth interviews and 13 usability testings, and synthesized user research feedback to identify user needs, use cases, and key pain points for iterating through functional requirements and design aesthetics.
- Translated user needs into **user-centered designs**, and delivered interactive mockups with motion design, complying with accessibility standards and design system.
- Audited and contributed to **design system** and library components.
- Regular presentation to the upper management team of over 30 people and for internal design critiques with strong communication and persuasive skills.

UX/UI Intern @ BioMotivate

Pittsburgh, PA | Feb 2021-Jul 2021

- Designed and iterated through desktop UI options for a smart wearable-based user **dashboard** of tracking system targeted to combat drug addiction.
- Created wireframes and interactive prototypes in Figma for **17 data visualization** panels.
- Iterated on design ideas based on in-depth and observational research and monthly interviews with rehabilitation center staff.
- Worked with 2 developers, 3 clinical researchers, and CEO to help address the complex psychological issues of drug users and their sensitive needs.

UX Designer @ Bixin Technology PTE. LTD.

Remote | May 2020-Aug 2020

- Achieved a **6% increase** in user conversion rate from game to real trading via improving onboarding user flow and formulation of robust mobile UI design(18 screens) for a cryptocurrency App.
- Conducted competitive analysis, interviews, and usability testing with 5 people.
- Worked with the product manager, 1 UI designer, and 1 developer for product optimization.

Junior Architect @ Lake Flato Architects

San Antonio, TX | Jul 2017-Aug 2018

PROJECT

Product designer & Team Lead @ Hackathon 2nd Place Project

#hackforchange by Tech for AAPI Alliance | May 2021 - Jun 2021

- Led and collaborated on design strategy ideation, product conceptualization, desktop UI design, and full-stack development for the website.
- Created **polished interaction design** in hi-fimockups with Figma based on extensive research, benchmarking, information architecture, design strategy, and rapid prototyping.
- **Initiated and led a team of** 1 product strategist, 1 UX designer, and 2 software engineers from scratch to completion of the website within 14 days, and won 2nd place out of 20+ teams.