Sara (Jinfan) Bai

UX/Product Design

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SKILLS

UI / UX

Figma
Sketch
Adobe XD
Framer
Miro
Basamiq
Axure
Invision
Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Coding

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

Design

Interaction Design
Visual Communication
User-centered Design
Storyboarding
Wireframing
Rapid Prototyping
Branding
Typography

Contextual Inquiry
Questionnaire
Interview
Co-design
User Persona
Concept Mapping
Usability Testing

AWARD

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

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

Freshman Excellence Award
Gargoyle Architecture Honor
Society

EDUCATION

Carnegie Mellon University   Aug 2020-May 2022 | GPA: 3.84 / 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/UI Intern @ BioMotivate   Pittsburgh, PA | Feb 2021-Present

- Delivered **intuitive desktop UI** for a smart wearable-based tracking & data visualization system, targeted to combat drug addiction.
- Created **wireframes** and **interactive prototypes** in Figma for **17 data visualization** panels.
- Gathered resourceful insights to optimize user experience by conducting in-depth 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.
- Participated in weekly design critiques.

UX Designer @ Bulin Technology Inc.   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 UI design(18 screens) for a cryptocurrency App.
- Conducted competitive analysis, interviews, and usability testing with 5 people.
- Worked with the product manager and 1 developers for product optimization.

Branding Specialist @ Lianchuang Architects   Shanghai | Jan 2019-Jul 2019

- Proposed business model from research on local lifestyle, business, and potential users for clients' real estate development.
- Facilitated enhancement of overall brand image by ideating visually appealing materials. Ex. redesign of company branch logo, template of project publications.

Intern Architect @ Lake Flato Architects   San Antonio, TX | Aug 2017-Aug 2018

- Prepared business/site analysis, feasibility study, and top-level visuals using Adobe Suites and 3D modeling. Consulted with clients to design under business constraints.
- Collaborated with the design team on projects including residential, commercial, etc.

PROJECT

Capstone Design Project for Financial Wellness Solution

Working with National Foundation Credit Counselling | Phase 3 leader & Visual design lead

- **Led and built visual guidelines** for the team pitch deck and product UI.
- Generated solution opportunities through market analysis, benchmarking, stakeholder mapping, 11 interviews, video user personas, and rapid prototyping.
- **Led a team of 6** on ideation and conceptualization. Conducted co-designs to understand the psychology of targeted users and identify desirable functions.

Furgo Pet [tracker, monitor, App]

- Created **polished interaction design** in hi-fidelity mock-ups using Sketch.
- Constructed information architecture for the entire pet tracking monitor system.
- Designed **IoT products** by analyzing pet ergonomics and user case, and iterating through functional requirements and design aesthetics.
- Synthesized qualitative user research results to identify user needs and key pain points.