

SARA JINFAN BAI,

UX/PRODUCT DESIGN

[My Portfolio](#) [My LinkedIn](#)
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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
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

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

Freshman Excellence Award
Gargoyle Architecture Honor
Society

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

EDUCATION

CARNEGIE MELLON UNIVERSITY

Aug 2020-May 2022 | GPA: 3.84 / 4.0

Master of Integrated Innovation of Product 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 | February 2021 - Present

- Designing and prototyping staff dashboard for a smart wearable-based trauma resiliency tracking system, targeting to combat drug addiction through **helping people build their resiliency to negative memories**.
- Identifying psychological patterns** through research and interviews with rehabilitation center staff.

UX DESIGNER @ BULIN TECHNOLOGY INC.

Remote | May 2020-August 2020

- Conducted competitive analysis and user research for a crypto trading App.
- Designed and prototyped interface to lower the bar for beginners and achieved an **8% increase in conversion rate** from analog to real trading.

BRANDING SPECIALIST @ LIANCHUANG ARCHITECTS

Shanghai | Jan 2019-July 2019

- Proposed business model from research** on local lifestyle, business, and potential users for clients' real estate development.
- Redesigned company branch logo.

INTERN ARCHITECT @ LAKE FLATO ARCHITECTS

San Antonio, TX | Aug 2017-Aug 2018

- Prepared business/site analysis, feasibility reports, and shop drawings using Adobe, PowerPoint, and 3D modeling software.
- Consulted with clients to produce designs according to budget.
- Collaborated with the design team on projects including residential, apartment, higher education, and commercials.

PROJECT

CAPSTONE DESIGN PROJECT FOR FINANCIAL WELLNESS SOLUTION

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

- Generated solution opportunity through market analysis, benchmarking, 6 interviews, 1 walk-a-mile, and value opportunity analysis.
- Led a team of 6 on ideation and conducted co-designs to understand psychology of targeted users and identify desirable functions.