

SARA JINFAN BAI,

UX/PRODUCT DESIGN

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

UX/UI INTERN @ BIOMOTIVATE

Pittsburgh, PA | February 2021–Present

- o 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**.
- o **Identifying psychological patterns** through research and interviews with rehabilitation center staff.

UX DESIGNER @ BULIN TECHNOLOGY INC.

Remote | May 2020–August 2020

- o Conducted competitive analysis and user research for a crypto trading App.
- o 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, China | Jan 2019–July 2019

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

JUNIOR ARCHITECTURAL DESIGNER @ LAKE FLATO ARCHITECTS

San Antonio, TX | Aug 2017–Aug 2018

- o Prepared business/site analysis, feasibility reports, and shop drawings using Adobe, PowerPoint, and 3D modeling software.
- o Consulted with clients to produce designs according to budget.
- o 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 | Visual design lead

- o Generated solution opportunity through market analysis, 6 interviews, 1 walk-a-mile, and value opportunity analysis.

INVOLVEMENT

VOLUNTEERING TEACHING IN CHINA BY UIUC [Teacher/Translator]

Shanghai & Yunnan & Hubei, China | Jun–Aug 2014

- o Taught music in English in elementary and middle school, and collaborated with 34 teachers on lesson plans, school-wide activities organizing.

PHI ETA SIGMA HONOR SOCIETY [Publicist Committee Chair]

EDUCATION

CARNEGIE MELLON UNIVERSITY

Master of Integrated Innovation
of Product and Services (MIIPS)

Aug 2020–May 2022 | GPA: 3.84 / 4.0

UNIVERSITY OF ILLINOIS AT URBANA–CHAMPAIGN

B.S. in Architectural Studies

Aug 2013–May 2017 | GPA: 3.48 / 4.0

AWARD

Edward C. Earl Design Prize 1st Place
in architecture sophomore studio

Freshman Excellence Award
by Gargoyle Architecture Honor
Society

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

TECHNICAL SKILLS

UI / UX

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|-------------------|-------------|
| Figma | ● ● ● ● ● ● |
| Sketch | ● ● ● ● ● ○ |
| Adobe XD | ● ● ● ● ● ○ |
| Framer | ● ● ● ● ○ ○ |
| Miro | ● ● ● ● ● ● |
| Basamiq | ● ● ● ● ● ● |
| Axure | ● ● ● ● ○ ○ |
| Invision | ● ● ● ● ● ○ |
| Adobe Photoshop | ● ● ● ● ● ● |
| Adobe Illustrator | ● ● ● ● ● ● |
| Adobe InDesign | ● ● ● ● ● ● |

CODING

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|------------|-------------|
| HTML | ● ● ● ● ○ ○ |
| CSS | ● ● ● ● ○ ○ |
| JavaScript | ● ● ○ ○ ○ ○ |
| Python | ● ● ○ ○ ○ ○ |

DESIGN

User Research
User-centered Design Thinking
Usability Testing