Danqing Ye
Innovator, Problem Solver, & Challenge Seeker

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Education
Indiana University Bloomington
Informatics & Computer Science
Human Computer Interaction Design

ABOUT ME

This is Dan, an innovator, problem solver and challenge seeker. Someone alwyas think outside the box and belive in the power of continuous innovation,
When I see lissues or opportunities, I do not sit and wait, i take actions. Own it and build a team around it.
Hi freiend, are you ready for a journey with me? Together we can make greater things happen!

MARKETING/ BUSINESS DEVELOPMENT

Business Development

Persoanl Studio, Freelancer
Established business opportunities through networking, elevator pitches, past client references.

Indiana Daily Student, Account Manager
Maintained marketing relationship with account such as Jimmy Jones, Show Place, and Macy's.
Negotiated annual contracts with Showplace and local Apartments Management Companies
Increased client base by Blind visits and cold calling.
Promote reader interaction through promotions, partnerships, contest development, social media and event planning.
Develop business-marketing strategy to increase advertising and interact with IDS departments

Valentine Flower Shop, Owner
Negotiated Valentine flower supply contract for 12 local coffee shop/ Resturants. Hired 8 employee for Valentine day flower booth and street sale with total one day net profit of $2500

Relationship Manager

Sears Holdings Corporation, Business Relationship Manager
TEC, Organizational change consultant, customer facing consultant
Initiated Client training/ Consulting/ Project management process which improves project quality and client overall satisfaction

DESIGN SKILLS / DESIGN TOOLS

DESIGN SKILLS		DESIGN TOOLS	
01 User Experience	*02 Visual Design*	*01 Protoyping*	*03 Programing*
Personas	UI Design	Axure	HTML
Surveys	Identity	Balsamiq	CSS
Questionnaires	Grid & Layout	Omnigrapffle	Javascript
Ethnography	Typography	Adobe Fireworks	Java
Contextual Inquiry	Image Editing	HotGloo	Python
Focus Groups	Color Theory		
Interviews	Identity	*02 Design*	*04 Sound | Video*
User Testing Methods	Print	Adobe Creative Suite	Adobe Production Suite
Low-Fidelity	Book Binding	SketchBook Pro	Soundtrack Pro
Prototype		Maya	Finalcut Pro
High-Fidelity			
Prototype			
Affinity Diagrams			
Sketching			

PM/PJM SKILLS / PM/PJM TOOLS

PM/PJM SKILLS	PM/PJM TOOLS
03 Product Management	*01 Project Management*
Crafting Market Requirements	Mingle
Develop Value Proposition	Kanbanery
Competitive Analysis	JIRA
Master product development process	Microsoft Project
Create and assign user story in agile environment	
	02 Data Analysis
01 Project Management	Omniture
Leading/ Coordinating cross functional teams	Platfora
Roadmap/Timeline management	Excel
Conflict Management	SPSS
Priorirty Management	MaxQDA
	MySQL

LANGUAGE SKILLS

CHINESE — Mother language
ENGLISH — Advanced level
SPANISH — Basic level

BUILDING PRODUCTS

Product/Project Mangement

Sears Holdings Corporation, PM/ PJM   June 2013 –June 2014, Hoffman Estates, IL

Online Softline Program
Overseeing softline program and porfolios, managing cross functional teams to delivery multiple projects that brings of 31MM return in revenue Q3/Q4 combined.

Financial reporting reconciliation/ Reporting Database change management
Initiated the effort to create a single source of truth for reporting to ensure the entire business has trustworthy, consistent, user-friendly, and useful reports for making business decisions.
Managed teams to migrate data from IBM mysql database to Hadoop big data solution, replace hundreds of existing reports to self-service Platfora big-data dashboard solution.
Designed & executed the process of migrate reports relying on the old database into the new database.
Worked with business stake holders to close the gap in daily workflow that caused data inaccuracy and automate reports that was previously manually generated.

UXA/UX/UI Design

Sears Holdings Corporation, UXA   August 2013 –June 2013, Chicago, IL

Bottom of Funnel   February 2013 –June 2013, Chicago, IL
Led fulfillment affinity Item SPU module design, and collaborated in design fulfillment cart and checkout experience.
Enhanced design for 100+ existing cart conditions, generated 50+ new member specific fulfillment scenarios.
Increased margin on shipping roughly $5MM/yr, incremental gross revenue of $50MM/yr. Increased conversion from Cart to Login by 8%.

ShopYourWay Mobile App   August 2012 – February 2013, Hoffman Estates, IL
Designed WOW member experience for ShopYourWay initiates MemberAssist, Swap, Make, and TrendsReader.
MemberAssist app was presented during Annual Share Holder Meeting as the future of Sears customer engagement.
Collaborated and negotiated with product managers, programmers, and other partners to provide designs not only aligned with the company financial goals, marketing strategies, technique constrains, legal constrains, and at the same time provided pleasing user experience to the end users.

ServeIT, UXA/Web Design Lead   August 2011 – July 2012, Bloomington, IN
DamnDigital, UI/UX Designer   June 2011 – August 2011, New York, NY
IKonwJane. Inc Lead Designer, Web Designer   March 2011 – May 2011, Chicago, IL
Styleta.org, UI/UX Designer   September 2009 – July 2010, Bloomington, IN

- Designed and redesigned, user-centered web sites with strong appeal, sophisticated business values and intuitive navigation that on average grew website conversion rate and engagement rate by 20% - 60%.
- Led usability testing for website redesign, after improvements launched, company websites on avg. doubled its views.
- Non-profits websites showed 30% to 70% increase in online donation.

Visual Design

Viacom/MTV, Design Intern   May 2011 – August 2011, New York, NY
Freelancer/Contractor   May 2007 – August 2012, Everywhere / Anywhere

- Designed 80% of the graphics for Nickelodeon Africa website including icons, backgrounds, posters and banners.
- Designed websites, posters, logos and for small business, events and local stores.

User Research

E.T.H.O.S Lab, Researcher   February 2010 – May 2011, Bloomington, IN

- Planned and conducted usability testing, and analyzed testing results. Findings contributed to award wining papers.

HOBBIES & INTERESTS

Travelling   Reading   investing