

Yue TENG

Product Designer

I am a people-centered product designer with 5+ years of digital product design experience. I value users and co-workers. I love diving into users' needs and driving business objectives. I am a strong self-starter and passionate about innovative explorations. I am a data-driven designer and a strategic thinker.

EDUCATION

M.S, Human-Computer Interaction Design

Indiana University Bloomington

08/2020 - 05/2022

B.A, Digital Media Art

Sun Yat-Sen University

09/2010 - 06/2014

PROFESSIONAL EXPERIENCE

Product Designer

iYouke

11/2020 - 02/2021

- Launched an SCRM platform in 3 months to help clients monitor social media advertising campaigns and maintain customer relationships.

Senior UX Designer

Beibei

09/2017 - 08/2018

- Spearheaded the membership and growth project in a fast-paced environment, and played a key role in growing members from **0-600,000** in 1 year.
- Mentored new designers in delivering creative solutions for internal tools, leveling data tracking efficiency by **200%**.

UX Designer

Beibei

02/2016 - 09/2017

- Established and maintained design system and UI specifications, accelerated developing efficiency by **45%** and cross-team collaboration efficiency by **75%**.
- Drove and crafted design solutions for Merchants Central, managed **10+** cross-functional stakeholders, defined success metrics for each sub-projects, accelerated onboarding efficiency by **52.4%**, and improved sellers' satisfaction by **25%**.
- Initiated mobile search redesign, worked closely with pm and developers on A/B test, leveled search efficiency by **7%**, and conversion rate by **9%**.
- Initiated and led the research and redesign of web-based advertising applications and improved advertisement revenue by **84%**.
- Initiated VoC project, improved the number and quality of customers feedback by redesigning feedback channels.

Interaction Designer

Nationsky

06/2014 - 01/2016

- As the only interaction designer launched the cross-platform business communication tool with a start-up team.
- Designed and launched an enterprise e-mail mobile app and instant message mobile app.

Interaction Designer

Qudian

07/2013 - 02/2014

- Designed and launched a visual commenting browser extension.

CONTACTS

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SPECIALTIES

UX/Visual design
Storytelling
Design system
Design strategy
User research
Wireframing
Rapid prototyping
Ideation
Affinity mapping
Usability test
Heuristic reviews
Competitive analysis
Experience map
A/B test
Data tracking

TOOLS

Figma/Sketch
Adobe Creative Suite
Invision/Marvel/Axure
Unity
Framer
Fusion 360
Tableau

VOLUNTEER

Volunteer Assistant
Hangzhou 2013 IxDC Conference

Volunteer
Guangzhou 2010 Asian Games

LANGUAGES

English - fluent
Chinese - native