



# JIUYAN HOU

UI/UX Designer

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<https://yidahou.com/final-portfolio/>

As an experienced UI/UX Designer, I care about details both visually and functionally and consider simple yet effective affordances matters. I have delivered several successful products to the market. I also always look to learn new things.

## Skills

Adobe XD	<div><div></div></div>
Figma	<div><div></div></div>
Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
Indesign	<div><div></div></div>
HTML/ CSS	<div><div></div></div>
WordPress	<div><div></div></div>
Premiere	<div><div></div></div>
After Effects	<div><div></div></div>

## Education

### Algonquin College

2020 — 2021 📍 Ottawa

#### Interactive Media Design

Dean's honours list | GPA 3.93

### Nanchang Institute of Tech.

2002 — 2005 📍 China

#### Digital Web Design

## Hobbies

Traveling, Hiking, Cooking,  
Meditation.

## Experience

### — RideShark Corporation. / UI/UX designer

2021/5 — present

📍 (Ottawa, Canada)

- Defined new style guidelines and redesigned SaaS dashboard.
- Conduct user research, defined users needs, pain points, jobs-to-be-done, created low/high-fidelity wireframes.
- Conducted qualitative usability testing to uncover opportunities to solve problems.
- Collaborated with developers, product managers to deliver designs from scratch.

### — Xinhua Yuntu Tech. Co.,Ltd / Senior UI / Graphic Designer

2014/5 — 2017/5

📍 (Beijing, China)

- In charge of the typography design for the monthly magazine.
- Designed new product and features from scratch. Launched online successfully.
- Collaborated with engineers to maintain the official website update
- Created all of the branding and visual styles as well as coached designer team to refine the visual details.

### — Youzhong Network. / Senior UI/UX Designer

2011/4 — 2014/4

📍 (Beijing, China)

- Conducted market research and ideated with product managers, designed new features and numerous visual effects for website desktop, iOS devices.
- Collaborated with engineers to launch new features on time.

### — China Vision Media Group Limited. / Graphic Designer

2010/5 — 2011/3

📍 (Beijing, China)

Designed numerous graphic (Logos, brochures, posters, banners). Created banners for mobile / TV end, gathered feedback and collaborated with engineers for debugging.