Asrun Shu
朱 暁芸

UX UI Designer

Education & Courses

- **2013 - 2017 / Shanghai , CN**

  Fashion Design & Engineering
  Undergraduate / Donghua University

- **2019 - 2021 / Chiba , JP**

  イメージング科学
  Master's degree / Chiba University

- **2022 - 2023 / Online**

  Google UX Design Professional Certificate
  Coursera

Tools

Figma / Photoshop / Miro / VScode / Github
Notion / Slack / Teams

Skills

User Interface Design, Prototyping, Design System, HTML&CSS, Responsive Web Design, Graphic Design, User-Centered Design, Critical thinking, Information Architecture, User Flows;

Japanese(Conversational),
English(Conversational), Chinese(Native);

Translation, Bass

Experience

- **2017.08 - 2018.10 / Shanghai , CN**

  Marketing Assistant & Content Designer
  WindPerfect Building Technologies Co.

  ・Developed and implemented a comprehensive student outreach campaign that successfully recruited over 100 new student users within a 3-month period, increasing website traffic by 20% from student-related sources.

  ・Created targeted marketing materials and designed a series of live online courses tailored to the needs of student users, generating positive feedback from students regarding the value of the campaign and the quality of the courses.

- **2022.02 - 2022.10 / Kyoto , JP**

  Digital Marketing Associate
  GEMCEREY GROUP HOLDINGS

  ・Created visually appealing and strategically placed website banners to capture attention, promote special offers, and highlight new products, boosting customer engagement and conversion rates.

  ・Demonstrated initiative by self-studying HTML, enabling me to assist colleagues in creating engaging email content. This ensured timely delivery and optimal open rates, contributing to team efficiency and consistency.

  ・Slashed jewelry accessory procurement costs by 50% through strategic sourcing from China, establishing a network of reliable suppliers, and negotiating favorable pricing terms.

  ・Established and managed a social media presence tailored to the Chinese audience, laying the groundwork for future customer engagement and brand awareness.

- **2023.07 - 2024.06 / Tokyo, JP**

  UIUX Designer
  Spread One Co.

  ・Quickly grasped HTML fundamentals through self-study with colleagues' support, enabling independent completion of basic web coding tasks within three months.

  ・Independently led the design of a B2B backend web interface and mobile app UI/UX for an enterprise software project. Demonstrated strong grasp of project requirements, translating them into user-friendly interfaces that facilitated efficient workflows. Maintained close collaboration with developers, ensuring on-time delivery.

  ・Led iterative design processes for internal projects, including login and registration flows, personal pages, and user settings. User-centered designs resulted in a significant 100% increase in login conversion rates, exceeding client expectations.