

Jacqueline Yue

Specializing in **design direction and product strategy**, I am passionate about untangling complexity, approaching problems holistically and creating viable solutions that empower people and drive long-last impact.

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Work Experience

BuzzFeed

Senior Product
Designer

Sep 2013–present

Reporting Tools Team Lead the design & product strategy and co-manage a team of 10 including engineers, designer and data-scientists to build a suite of [internal analytic tools](#) that empower the entire organization (500+ monthly active users) to make data-driven decisions.

- Lead all phases of design for a suite of 12 dashboards and push reporting from user research, concept, prototype, UX, UI, code review & marketing
- Led the product strategy and shipped the audience dashboard, video translation reporting, Facebook platform monitoring feature, content search tool, and user preferences
- As a team lead, partner with engineering and data-science leads to define product strategy, roadmap and KPIs for a team of across disciplines to build products and features.
- Support the Product Design team by mentoring designers, leading design critique and study hall. Recruit & interview designers to grow the team.
- Partner with front-end engineers and designers to build a UI component library for establishing standard code base and UX across internal tools
- Conduct collaboration interview with engineers and product managers

POUND Team Designed the visualization and dashboard for [POUND](#), BuzzFeed's proprietary technology to measure virality of on the social web

Game Team Led and designed over 60 lightweight [games](#) and content management system in 12 months to create shareable interactive entertainment to BuzzFeed's mass audiences

France TV

Design Consultant

Mar 2011–Aug 2013

Led design and shipped the French public broadcaster's first online news platform, *FTV Info.fr* (75M monthly pageviews)

Concepted, designed, and launched the iOS app, mobile, and desktop, interactive feature stories and brand style guide

Partnered with editorial strategist to design Le Live, a real-time news feed, and the election interactive features which includes data visualization, live feed, result tracker, brand style guide.

Groupe

Sud Ouest

Design Consultant

Sep 2009– Feb 2011

Redesigned and standardized the online platforms of 7 regional newspapers acquired by Groupe Sud Ouest to streamline the content management and ad offering across all properties. Sites launched: Sud Ouest.fr, La République des Pyrénées.fr, Charente Libre.fr, Midi Libre.fr, L'independant.fr, Centre Presse Aveyron.fr and Dordognelibre.fr

 After the redesign, Sud Ouest.fr's daily visits have tripled from 90k to 280k in 3 years – a 92% increase per year on average. In 2012, Sud ouest.fr won the “Best Progression in News Website” Etoile de l'OJD (Star of OJD's Press award)

Le Monde

Design Consultant

Aug 2007–Aug 2009

Designed *Le Monde.fr* and *Le Post.fr* (now Huffingtonpost.fr), a news sites for younger audience that mixed stories from reporters and readers. Created the infographic style guide for Le Monde's data-driven journalism

GameLab

Art Director

April 2005– Jul 2007

Led and managed the art team to ship 11 causal game titles.

- Managed a team of 6 designers and game artists. Provided critiques, organized research activities, training, and roundtables to help the team developing skills and creative thinking.
- Worked with the management team in product development, pitches, scoping, budgeting and planning.

Prior Experience

Standard & Poor's — Freelance Information Designer, 2004
Dotglu/Kirshenbaum Bond Partners — Freelance Art Director, 2003
The New York Times Digital — Freelance Information architect at, 2003

Speaking & Teaching

NYU Game Center BFA Capstone Course: Guest Teacher – Fall 2015, Spring 2018
General Assembly's Inside the Minds of Brilliant Designers: Panelist – 9/ 2017
The Art Institute Career Series Webinar Speaker – 4/ 2016
Parsons School of Design's MFA Game Design Course: Guest critic – Spring 2012

Skills

Design leadership & mentorship, user analytics & research, roadmap & prioritization, agile development
HTML, CSS, Git, Terminal, SQL, Sketch, Adobe Suite, Google sheet
Fluent in written Chinese, conversational mandarin

Education

Parsons School of Design, New York, NY, BFA in Communication Design.