Junxiang Yao (Jason)

Product/UX Designer with Coding experience.

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Work Experience

UX/UI Intern
Jul - Dec 2020
WanderKit, San Francisco

- Designed the desktop dashboard and website for travelers to manage their travel data, plan and organize activities, and connect with others.
- Conducted research using mixed methods including interviews and affinity mapping and worked alongside the marketing and strategy team to find insights from quantitative and qualitative data.
- Worked on creating personas, task maps, visual concepts, wireframes, information architecture, and mock-ups.

UX and UI Design Consultant
Feb - Dec 2020
Children's Creativity Museum, San Francisco

- Conceptualized a mobile portal for the museum to engage their current count of 10,000+ children and to create a new revenue stream.
- Iterated 9 rounds based on feedbacks from testings and critiques.
- Conducted onsite observations, surveys, and interviews, and created information architecture, conceptual model, stakeholder map, and led the visual design process.
- Headed the design team of 5 as a project manager; guided the team to adapt to changes and pivotings due to the pandemic.

Teaching Assistant (IxD, Systems class)
Jan - May 2020
California College of the Arts, San Francisco

- Assisted professor Erin Malone (Chair IxD, BFA at CCA) to design her class. The focus was to get students familiar with thorough systemic thinking in design.
- Organized and led critique sessions about students' projects regularly for a class of 12 students.

Communication Design Consultant
Sep - Dec 2020
California College of the Arts, San Francisco

- Redesigned CivicMakers newsletter for their 7000+ readers to resolve the disconnection between stakeholders and their newsletter readers and to clarify CivicMakers' work within civic innovation through it.
- Conducted quantitative research, interviews, and co-design sessions to assess current issues and support design decisions.

User Interface Design Intern
Jul - Sep 2018
UEC Group Limited, Beijing

- Designed the SaaS platforms that organized and analyzed news data.
- Collaborated with front-end engineers in product critique and redesign the information architecture.

Visual Communication Designer
Mar - May 2017
University of California, Santa Barbara

- Designed the communication collaterals for the End of the Year Show for the Media Arts and Technology department.
- Created visual identity (print & digital) to demonstrate works of 30+ artists.

Education

M.Des. in Interaction Design
California College of the Arts
Sep 2019 - Dec 2020

UX Design Certification
CareerFoundry
Jul 2019 - Jul 2020

M.S. in Media Arts and Technology
University of California, Santa Barbara
Sep 2015 - Jun 2019

B.E. in Industrial Design
Nanjing Agricultural University
Sep 2011 - Jun 2015

Skills

Design
Interviews
Affinity Mapping
Models & Frameworks
System Mapping
Journey Mapping
User Flows
Information Architecture
Storyboarding
Wireframing
Prototyping
Usability Testing
Visual Design
Product Strategy

Software
Figma
Framer X
Sketch
Unity 3D
Adobe Creative Suite
Miro

Programming
Javascript (React, D3, P5)
HTML
CSS
C#
Processing
Arduino