

LEI YU UX / Voice Interface designer

I am an entrepreneur-turned-UX/voice interface designer. I am highly motivated to offer my skills in marketing research, business strategy planning, and UX/UI design.

I am creative, open minded, and a fast learner; I have strong interpersonal and communication skills and am a good team player.

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Add: Schulstrasse, 1, Munich, Germany

Web portfolio: <http://leiyu.myportfolio.com>

Skills

UX

User/marketing research
Persona
Rapid Prototyping
Interaction flow map
User journey mapping
User test
A/B test
Information architecture

Tools

Balsamiq
Photoshop
Axure
Adobe xd
Sketch
AWS Lambda

Design

Paper prototyping
Wireframes
High fidelity mockups
Visual design
Responsive design

Voice interface

System persona
Create Alexa skills
Lambda coding

Language

Chinese (native)
English (fluent)
German (B1)

Education

Certificate in UX and Voice Interface Design

CareerFoundry 2017-2018

Intensive training program for UX Designers, specializing in UX process and methodology that includes user research, user journeys, user personas, testing, information architecture, and visual design fundamentals. Designed real world projects using software such as InVision, Adobe xd, and Sketch for wireframes and prototypes.

Bachelor's Degree in Marketing and Operations Management

Kelley School of Business, Indiana University, U.S.

2006-2010

Experience

Co Founder / owner 2014-present

PILIPALA chain restaurants, Shanghai, China

- Developed business strategy and optimized product design based on user research analysis and focus group tests
- Optimized in-shop operation process, including optimising kitchen function usage, eating area set up, whole shop user flow design
- Successfully opened three profitable restaurants

Project Manager 2013-2014

Chinaland Group

commercial property development, Shanghai, China

- Responsible for department store layout planning
- Negotiation of leasing contracts
- Achieved 100% occupancy rate before project deadline

Account Executive 2010-2012

WE Marketing group, Beijing, China

- Liaised between clients and the agency's creative team to coordinate the marketing campaigns
- Developed and implemented marketing initiatives, campaigns and strategies to promote the after sales service for Mercedes-Benz

UX Projects

UX/UI Designer 05/2018-09/2018

Pick up China mini program, Shanghai, China

- A trash mapping program which is embedded in We Chat. The user can seek out areas with unwanted trash and mark the trash's location
- Improved the information architecture and optimised prototyping based on UX methodology
- Finalized UI design and finished high fidelity prototyping with Adobe xd, psd

UX Designer 01/2018-05/2018

InkTank app, Munich, Germany

- InkTank app is a platform which has a broad selection of tattoo inspirations, it enables communication between tattoo lovers and tattoo artists, and users get tattoo related health and care tips
- Developed the app based on lean method, conducted online and offline user test, prototyped with Balsamiq /Adobe xd