# Luyun (Aurora) Shao

UX/UI DESIGNER

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## EXPERIENCE

### NASUFUN Corp., UI/UX Designer

Apr. 2021 – expected June 2021 | Boston, MA (Remote)

- Conducted Heuristic Evaluations on the mobile sports & social app and web operator center of NASUFUN, a federally approved B2B2C NPO connecting local event operators and participants, with appropriate design recommendations listed by priority level.
- Iterated 3 versions of design in detail on more than 50 pages for the Event Management, Balance Transfer, and Coupon Settings in collaboration with PMs and devs, trimming off UX frictions and improving functionality.

### Laxis, Product Designer

Oct. 2020 – Dec. 2020 | Newburgh, IN (Remote)

- Led the design of the 2nd version of the AI engine that generates meeting transcripts in collaboration with PMs and devs, from wireframing to prototyping, including the Home Dashboard, Recording Page, Transcript Editor, iOS mobile app, and relevant user flows.
- Constructed the design system of 90+ UI elements and components, keeping the product consistent and saving time for collaboration between designers and engineers.
- Created multiple marketing materials for social media advertising and fundraising, including posters, website thumbnails, slide deck, and messaging and communication guide, promoting Laxis's business profile.

### Buro Happold Engineering, Visualization Intern

Jan 2020 – May 2020, June 2019 – Aug. 2019 | New York, NY

- Developed messaging and communication strategies, including the brand attributes, logo, color palette, typography, report and presentation templates that properly align with the client's core value for multiple county- and city-level sustainability plans.
- Contrived meaningful infographics that visualize technical concepts using Adobe Illustrator for sustainability studies, including one national award-winning case study, making documents approachable and digestible for the general public.
- Designed publicity boards, postcards, and slide decks for community workshops of Reimagine the Canals, an initiative granted $300 million investment from the State.

### ABC Blockchain Community, Freelance UX Designer

Oct. 2019 – Nov. 2019 | San Francsico, CA (Remote)

- Reorganized the sitemap based on the discussion with stakeholders to trim off unnecessary pages and optimize user flows.
- Wireframed with 3 rounds of iterations to make seamless flows for users to apply for a job and register for an event.

## EDUCATION

### DePaul University

Sept. 2020 – Expected Dec. 2021 | Chicago, IL
M.S. Human-Computer Interaction, GPA: 4.0/4.0

### Columbia University

Sept. 2018 – May 2020 | New York, NY
M.S. Urban Planning

### Tongji University

Sept. 2013 – Jul. 2018 | Shanghai, China
B.E. Urban Design and Planning, GPA: 4.7/5.0

## SKILLS

### Evaluative

Market Research, Competitive Analysis, User Interviews, Surveys, Contextual Inquiry, Heuristic Evaluation, Usability Evaluation

### Generative

Empathy Mapping, Personas, Storyboarding, Affinity Mapping, Wireframes, Journey Mapping

### Tools

Figma, Sketch, Invision, Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign, After Effects, Premiere, Animate), Axure

### Programming

HTML 5, CSS 3, Python, JavaScript, R

## TRAINING

### Designlab UX Academy

June 2020 – Oct. 2020 | New York, NY
A 480-hour online bootcamp