

SHARON DUAN

User Experience Designer

sharonduan.me

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San Francisco Bay Area

EXPERIENCE

Freelance UX Researcher and Designer • Uncommon

Nov 2018 - Jan 2019 • San Francisco

- Prototyped a mobile web app interface to expand Uncommon's audience to passive job seekers. Design and ideas very well received by the CEO
- Led design in a team of 3 over a 3 weeks sprint and contributed to content strategy by conducting user research and competitive analysis

Project Manager and UX Designer Apprentice • General Assembly

Oct 2018 - Jan 2019 • San Francisco

- **Delta Airline** Managed and led design in a team of 4 by adding ordering inflight amenities and services functionality to the existing app
- **Cooks Junction** Conducted user research and business analysis on a local store, redesigned the E-commerce website to improve shopping experience

User Experience Design Intern • Phlint

Sep - Oct 2015 • San Francisco

- Researched, designed and prototyped a retail data analysis dashboard focusing on store performance
- Iterated 6 times on user flows, wireframes and mockups based on field study and inputs from CEO and technical lead, following agile methodologies

Content Strategist, BD Coordinator • Better Chinese LLC

Dec 2013 - Mar 2015 • Palo Alto

- Managed and led design of teacher training website by collaborating with marketing and engineering lead, and acquired 6 early adopters
- Supervised textbook adoption for every state and got 5 more states accepted
- Built connections with 200+ state coordinators and top 100 school districts

Marketing Coordinator • SunlyTech

Mar - Jun 2016 • Shanghai

- Created marketing materials (media kits, product launch plan, overseas social media communication plan) and established crowdfunding strategy
- Supervised video script writing, video production, and events planning

RESEARCH

Competitive Analysis
Interviews and Surveys
Affinity Mapping
Personas
Journey Maps
A/B Testing
Usability Testing

DESIGN

User Flows
Information Architecture
Data Visualization
Wireframing
Rapid Prototyping
Mockups

TOOLS

Sketch	InVision
Illustrator	InDesign
Photoshop	Principle
Balsamiq	Figma
HTML	CSS
Bootstrap	Wordpress

EDUCATION

2019

User Experience Design Immersive

General Assembly • SF

2015

Certificate, UX and Web Design

UCSC Silicon Valley

2013

MA, Communication, Culture and Technology

Certificate, Asian Studies

Georgetown University • D.C.

2011

BS, Public Relations;

BA, English and Literature

Donghua University • Shanghai