

SHARON DUAN

UX Designer

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SF Bay Area

RELEVANT EXPERIENCE

User Experience 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

Business Development 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

Operations Coordinator • China Overseas Holding Group

Nov 2017 - Feb 2018 • Beijing

- Improved internal and external collaboration and workflows by simplifying existing online platform and adapting it to each department and users

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

SKILLS

User Interface Design
User Research
Data Synthesis
User Flows
Information Architecture
Rapid Prototype
Wireframes
Usability Testing
Concept Creation
Project Management
Communication & Marketing
Working knowledge of HTML/CSS

TOOLS

Sketch InVision
Illustrator InDesign
Photoshop Principle

EDUCATION

User Experience Design Immersive
General Assembly, 2019 • SF

Certificate, UX and Web Design
UCSC Silicon Valley, 2015 • Santa Clara

MA, Communication, Culture and Technology
Certificate, Asian Studies
Georgetown University, 2013 • D.C.

BS, Public Relations;
BA, English and Literature
Donghua University, 2011 • Shanghai

LANGUAGES

English fluent
Chinese native
French elementary A2