Yudan Dunn

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PROFILE

A skilled problem-solver with a talent for understanding and defining user needs through empathy. Strong communication and interpersonal skills help establish consultative relationships and foster a motivated, goal-oriented work environment. Committed to continuously improving and delivering innovative solutions.

EXPERIENCE

UX Specialist / UX Designer

Leidos | Sep 2022 – Present

- Apply user-centered design solutions that meet explicit and implicit requirements from diverse users.
- Plan and conduct UX research to understand user behavior, identify pain points, and validate assumptions.
- Lead the creation of personas, journey maps, wireframes, and UI designs for internal and public-facing web applications.
- Design and conduct usability tests and user interviews to gather feedback and measure product success.
- Analyze data from tests, feedback, usage, and partner data to inform design direction.
- Present Big-hits and Final Finding Reports to Agile teams and stakeholders.
- Create adaptive and responsive wireframes using Adobe XD and Axure, compliant with 508/Accessibility standards.
- Present product and design concepts to stakeholders.
- Work in Agile development teams.

UX Specialist / UX Designer

Peraton | Mar 2022 – Sep 2022

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Client Relations Specialist / UX Designer
Chait Gallery | Nov 2019 –Nov 2021
- Managed daily business operations and customer acquisition, including conducting customer discovery sessions and promoting a culture of quality and excellent service.
- Conducted user research to understand user behavior, identify pain points, and validate assumptions, and translated findings into design prototypes and user interaction/interface specifications.
- Led user analysis and interaction/interface design for user-centered solutions and created interactive prototypes with Adobe XD and Figma.
- Designed and conducted formative usability tests, presented design solutions, and iterated based on feedback.
- Implemented a culture shift towards a whole-product service at the company, including introducing virtual visits and Calendly to streamline the booking process and improve the customer experience.
- Led a cross-functional team of 5 and managed performance, professional development, scheduling, and delegation of workflows.
- Headed a digital transformation, incorporating management tools to drive 3-5% MoM sales growth and mitigate pandemic-related issues.

Product Lead/UX Designer
Chinese Language Academy (Start-up) | Jun 2018 - Nov 2019
- Led the end-to-end product development of a cutting-edge educational platform.
- Conducted market analysis, user research, and user analysis to understand customer needs and define key demographics through data-backed user personas.
- Presented innovative user interface designs, synthesizing marketing requirements, user analysis, product innovation, technology, and business needs.
- Adopted agile methodologies and UX principles to outline the product canvas and ensure a cohesive, consistent, and user-focused product.
- Conducted a range of usability tests (web-based, paper-based, and mobile) and developed test plans and procedures.
- Optimized the Language School's digital presence through website management and A/B testing.
- Worked within an Agile team environment and documented use cases, user requirements, designs, and design recommendations.

Co-Founder – Parent's Academy
Etonkids Educational Group | Sep 2016 - May 2018

- Served as a strategic vision and design expert for Parent's Academy, a school providing parental effectiveness training and seminars, webinars, courses, workshops, and consulting services.
- Conceptualized and developed a vision for the academy to provide an expansive public service for adult education at a national level.
- Developed virtual roadmaps and fostered connections with stakeholders to achieve a unified vision and shared resources.
- Designed a compelling website and application, with tests and assessments to provide insights into parenting approach and improve user experience.
- Applied a data-driven approach to the app and website, with outputs from usability tests and A/B tests to improve functionality and user experience.
- Built a network of over 70 international kindergartens and schools and provided effective leadership, guidance, and support to standardize and improve service delivery.

Senior R&D Supervisor / UX Designer / Editor (KIDS Magazine)
Etonkids Educational Group | Jan 2013 - May 2018
- Built and maintained strong partnerships with stakeholders and successfully presented compelling business proposals to launch new programs and campuses.
- Secured funding to expand the "Superhero Obstacle Course" concept to multiple locations in China.
- Collaborated with the R&D team to deliver 5-10 projects weekly and overhauled websites/apps to meet user needs and align with industry standards.
- Conducted research and analyzed competitors to provide informed recommendations to leadership and drive informed decision-making.
- Designed and developed a portfolio of language learning and storytelling apps with a user-centric and intuitive design.
- Worked with marketing and product teams to define product strategies and roadmaps to increase enrollment in international schools.
- Solved product-related issues and developed effective solutions by collaborating with cross-functional teams.
- Continuously improved user experience by incorporating customer feedback and promoting growth and engagement.

EDUCATION
- **Professional Certificate in UX Design (Specialized in UI and Front-end Development)**
  CareerFoundry | Jul 2021 – Dec 2022
- **Professional Certificate in Product Management**
  UCLA Extension | Feb 2021 - Jun 2022
- **PhD in Education (Specialized in Educational Psychology)**
  University of York (UK) | Oct 2009 – Nov 2013
- **MA in Education (Specialized in Educational Psychology)**
  University of York (UK) | Oct 2008 – Oct 2009

- **BA in Business Administration**
  Inner Mongolia University (China) | Sep 2003 - Jul 2007

SKILLS

- Design Thinking
- Problem-solving skills
- Use Research/Analysis
- Wireframing and Prototyping
- Usability Tests
- Illustration/UX/UI Design
- Agile/Scrum methodology
- Presenting
- Product Management
- Interpersonal Skills
- Teamwork

TOOLS

- Balsamiq/InVision
- Figma/Adobe XD/Axure
- Illustrator/Procreate
- Visual Studio Code
- Miro
- Jira/Confluence
- Trello
- Canva
- Constant Contact
- Teams/Zoom
- Slack

LANGUAGES

- English (Fluent)
- Chinese Mandarin (Native)