

Yudan Dunn

📍 Alexandria, VA 22314

☎ +1 (619) 319-8840

✉ yudanhdunn@gmail.com

PROFILE

A notable capacity for using empathy to my advantage to understand and define user needs and translate them into innovative solutions to a problem. Superior communication and interpersonal skills facilitate strong consultative relationships, and engender a leadership environment that is conducive to motivation, target-attainment, and continuous improvement.

EXPERIENCE

UX Specialist / UX Designer

Leidos | Sep 2022 – Present

- Apply user-centered design solutions that satisfy both explicit and implicit requirements from various users
- Plan and lead UX research to understand user behavior, identify pain points, and validate assumptions.
- Facilitate product vision by developing personas, journey maps, wireframes, and user interface designs for enterprise-level internal and public-facing web applications.
- Design and conduct usability tests and interviews with a variety of end users.
- Analyze data from usability testing, customer feedback, usage, and partners' data to monitor and assess product success and to inform design direction.
- Develop Big-hits and Final Finding Reports and present to a variety of audiences including the entire Agile Team and all stakeholders.
- Develop adaptive and responsive UX/UI wireframes for web-based applications using modern design tools (e.g., Adobe XD, Axure)
- Develop UX/UI solutions that are compliant with 508 / Accessibility standards
- Present the product and design concepts to various 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

- Spearhead day-to-day business operations and customer acquisition, facilitating customer discovery sessions, and promoting a culture of quality and class-leading service, and continuous improvement
- Planned and conducted user research activities to gain a better understanding of user behavior, identify pain points, and validate assumptions.
- Translated research findings into conceptual models, personas, journey maps, workflows, design prototypes and user interaction/interface specifications.
- Led user analysis and Interaction/Interface design for User-Centered Solutions.
- Created interactive prototypes with Adobe XD and Figma.
- Designed and conducted formative usability tests, present and iterate design solutions.
- Initiated a culture shift towards whole product service at a companywide level; defining and embedding opportunities to optimize and enhance product perception and client/investor relations:
 - Gained buy-in for the introduction of innovative 'virtual visits' to mitigate the disruption caused by the COVID-19 pandemic – enabling internal specialists to visit prospective consignor's spaces, while facilitating preview tours of the gallery to potential buyers.
 - Broke new ground with the introduction of Calendly to the gallery, streamlining the booking process and improving the user/customer experience.
- Provided incisive leadership to a cross-functional 5-person team, including performance oversight, professional development, scheduling, and delegation of workflows in accordance with expertise
- Headed a digital transformation to mitigate pandemic-related issues; incorporating a suite of management tools (Pano2VR (virtual tours), Calendly (appointment booking), Google Analytics, Constant Contact, Mailchimp, Slack, Google Drive, Dropbox, and WeTransfer – driving 3-5% MoM sales growth.

Product Lead/UX Designer

Chinese Language Academy (Start-up) | Jun 2018 - Nov 2019

- Headed the development (end-to-end product lifecycle) of a cutting-edge, user-focused educational platform.

- Understood customers and their needs through market analysis, user research, user analysis, and feedback.
- Defined key demographics through the creation of data-backed user personas.
- Developed and presented innovative user interface designs by analyzing and synthesizing marketing requirements, user analysis, product innovation, technology, and business needs.
- Combined agile methodologies with UX principles to clearly outline the product canvas and build all workflows around it to ensure a cohesive, consistent, and user-focused product.
- Developed test plans and test procedures for a range of usability tests, including web-based, paper-based, and mobile.
- Optimized the Language School's digital presence through expert website management (implementing A/B testing to optimize functionality and the user experience)
- Worked within an Agile team environment.
- Documented use cases, user requirements, designs, and design recommendations.

Co-Founder – Parent's Academy

Etonkids Educational Group | Sep 2016 - May 2018

- Served as the strategic vision and design expert behind Parent's Academy, an innovative school providing parental effectiveness training and a series of seminars, webinars, courses, workshops, and consulting services.
- Conceptualized the product/Academy's vision to provide an expansive public service that supported adult education at a national level.
- Developed robust virtual roadmaps to foster meaningful connections with cross-functional stakeholders to achieve a unified vision and shared resources.
- Created and designed a compelling website and application to promote engagement across multiple channels, with the app providing parents with a range of tests and assessments to provide key insights into their parenting approach – enabling them to make informed decisions
- Applied a data-driven approach to app and website – leveraging outputs from usability tests and A/B tests to improve functionality and user experience
- Fostered an extensive network of 70+ international kindergartens and schools; providing 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 nurtured an extensive partnership network; gaining buy-in through the development and presentation of compelling business proposals to commence innovative programs and launch new campuses.
- Secured funding to roll out the "Superhero Obstacle Course" (children's mobile gym) concept across China.
- Partnered with the R&D team to roll out 5-10 projects on a weekly basis:

- Overhauled websites and updated apps to ensure they continuously met user needs and aligned with modern industry standards.
- Scoped and conducted in-depth research and competitive analyses to gain critical insights into contemporary trends, threats, and opportunities; providing targeted reports/recommendations to leadership to support informed decision making
- Developed and designed a portfolio of high-quality, user-centric, and intuitive language learning and storytelling apps.
- Partnered with marketing and product teams to define product strategies and roadmaps – driving enrolment rates across international schools.
- Record of success in overcoming product-related problems and developing effective solutions/plans; working with cross-functional stakeholders.
- Leveraged customer feedback to continuously evolve and improve the user experience – promoting growth and improved engagement while advancing the company’s overarching mission.

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
- Miro
- Jira/Confluence
- Trello
- Canva
- Constant Contact
- Teams/Zoom
- Slack

LANGUAGES

- English (Fluent)
- Chinese Mandarin (Native)