Yi Cao

User Experience Designer | UI Engineer

yicaohci.com   email4yi@gmail.com
(650) 417 5279   98 Church St. Apt. 6
@yidea   Mountain View, CA 94041

QUALIFICATION HIGHLIGHT

User Experience Designer/Engineer with 3 years of experience in UX/UI Design and engineering. **Multi-Disciplined** academic background in **Human-Computer Interaction**, **Computer Science**, and **Fine Art**. UI work spans from Portal, Customer Support, Career Center, B2C, eNewsletter, Mobile sites and Search.

Expertise in **Semantic** HTML/CSS/jQuery/AJAX. Knowledge of technology trend and best practice in UI Design/Front-end, including Lean UX (**Rapid Prototyping** & Design Evaluation), **Usability**, Accessibility, Web Performance, and **SEO**. Ability to gauge design via **A/B test, Analytics** and **Usabiblity Test**.

PROFESSIONAL EXPERIENCE

NetApp, Sunnyvale, CA   May 2011-Aug 2011
UX/UI Design Intern
+ Practiced UCD process in redesigning Customer Support, Web Portal, and search
+ Translated user feedback and business requirements into Web/Mobile UI design
+ Prepared Wireframe (Visio), Prototypes (Axure), and Front-end (HTML/CSS/jQuery)
+ Validated and optimized design via A/B Test, Analytics, and Usability Testing
+ Documented Style Guide, Best Practice and conduct Web Performance
+ Worked closely with Dev and QA team to ensure the quality of UX/UI

BayCHI, Palo Alto, CA   Feb 2011-Present
Web UI Designer
+ Conducted user research, improved usability on registration, mobile and video
+ Created Wireframe, HTML Prototypes and Front end HTML5

Career Center, San Jose State University, CA   Dec 2010-May 2011
Usability Engineer & Web UI Designer
+ Gauged the Accessibility (Section508) and Usability of sites, employed A/B test and usability test to optimize design
+ Designed usable and aesthetic UI, and strived for UI consistency and best practice
+ Implemented UI using HTML/CSS/jQuery, and checked browser compatibility

Taproot Foundation, San Francisco, CA   Sep 2010-May 2011
Web UI Designer & Front End
+ Worked collaboratively with a team of 6 on Design Research
+ Designed and Implemented standard and semantic HTML/CSS/JS UI

Freelance Web UI Designer & Developer, New York, NY   Dec 2008-Aug 2010
+ Translated user feedback and business requirements into Web/Mobile UI design
+ Designed clean, elegant and accessible UI and prepared wireframe and prototypes
+ Implemented standard HTML/CSS/JS interface on PHP Codeigniter MVC

Hamkoo Information Technology LTD., China   Sep 2007-Sep 2008
Front end Engineer
+ Implemented web UI using HTML/CSS/JS on PHP/.Net /Java MVC framework

TRAINING

Web Usability (Jakob Nielsen)	Usability Week 2010, SF
Mobile User Experience (Raluca Budiu)	Usability Week 2010, SF
UI Design Principle (Kathryn Whitenton)	Usability Week 2010, SF
Remote Usability Testing (Tom Tullis)	HFES 2010 Annual meeting, SF
Fine Art (6 years)	2000, China

EDUCATION

M.S. HCI / Human Factor   Aug 2010-May 2012 (Expected)
San Jose State University

M.S. Coursework in Management Information Systems   Oct 2008
Dalian Maritime University

B.S. in Management Information Systems   May 2007
Dalian Maritime University