

Yi Cao

User Experience Designer | UI Engineer

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QUALIFICATION HIGHLIGHT

A UX/UI Designer & Engineer with a **multi-disciplined** academic background in **Human-Computer Interaction, Computer Science, and Fine Art**. UI work spans from Web Portal, Dashboard, Customer Service, 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 **Usability Test**.

PROFESSIONAL EXPERIENCE

RockYou

UI Engineer

Oct 2011-Nov 2011

- + Contributed to Social Media/Ads Platform's UX/UI improvement
- + Designed and implemented Ads Inventory templates
- + Contributed to Rockyou Game Publisher and Media Portal

NetApp,

UX/UI Design Intern

June 2011-Sep 2011

- + 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

San Jose State University, CA

Usability Engineer & Web Designer

Dec 2010-May 2011

- + 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

BayCHI, Palo Alto, CA

Web Designer & Developer (Volunteer)

Feb 2011 - Present

- + Conducted user research, improved usability on registration, mobile and video
- + Created Wireframe, HTML Prototypes and Front end HTML5

Taproot Foundation, CA

Web Designer & Developer (Volunteer)

Sep 2010-May 2011

- + 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, NY

Dec 2008-Aug 2010

- + Designed clean, elegant and accessible UI and prepared wireframe and prototypes
- + Implemented standard HTML/CSS/JS interface on PHP Codeigniter MVC

TRAINING

jQuery Mobile training

Hacker Dojo, 2011, CA

Web Usability workshop by Jakob Nielsen

Usability Week 2010, SF

Mobile User Experience workshop by Raluca Budi

Usability Week 2010, SF

UI Design Principle workshop by Kathryn Whinton

Usability Week 2010, SF

Remote Usability Testing workshop by Tom Tullis

HFES 2010 Annual meeting, SF

Fine Art training (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