



JING YOU

A UX designer who believes in the power of connecting the dots.

EXPERIENCE

UX Design Intern, [Tencent](#)

May 2019 - Aug 2019 | Shenzhen, China

- Participated in the design of an early-stage e-charity product for cultural heritage fundraising at Tencent Charity.
- Collaborated with design manager, graphic designer, marketing strategist, engineers and the external NGO to generate and evaluate innovative design concepts.
- Designed donation experience that better engaged and motivated potential donors through rapid research and iterative prototypes.

Part-Time UX Designer, [iTale](#)

May 2019 - Present | San Francisco, CA (Remote)

- Served as the designer for a pre-launching iPad app that assists children to tell stories through visual role-playing.
- Conducted interviews with users and education experts, performed literature and market research, and designed engaging casual learning experience.
- Communicated directly with product manager, engineer, illustrator and marketer to determine product strategy and design specifications.
- Built an interactive MVP prototype for testing and development.

Associate Instructor, [Indiana University Bloomington](#)

Aug 2018 - Present | Bloomington, IN

- Assist the lecturer of Interaction Design to prepare instructional materials and grade student design projects.
- Conduct design critique sessions among students and leading group discussions.

Front-End Web Developer & Designer Intern, [Gametize Pte Ltd](#)

May - Aug 2016 | Singapore

- Developed the new Gametize web application using Angular2 framework.
- Cooperated with the business team and design team to design and develop customized websites for clients.

PROJECTS

Product Designer, [Echoes](#) | [CHI Student Design Competition 2019](#)

Oct - Dec 2018 | Bloomington, IN

- Designed interfaces and interactions of a mobile **music feedback sharing platform**.
- Planned and conducted observation, interviews, and participatory design workshops to research and analyze user needs.
- Participated in usability testing and iterated on improving user flow and improve the experience.

HCI Researcher & Mobile App Designer, [KeepWalking](#)

Aug 2017 - Apr 2018 | Singapore

- Conducted literature reviews and performed analysis on over 10,000 Singaporean citizens' walking step data to design fitness persuasive technologies based on data-driven insights.
- Designed and developed a hybrid persuasive app for physical activity promotion.
- Led 2 field studies to examine users' walking behavior changes and to evaluate the design feasibility of the mobile application.

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EDUCATION

M.S. Human Computer Interaction Design

Indiana University Bloomington
May 2020

B.S. Computer Science

National University of Singapore
May 2018

RESEARCH

Survey · Diary Study · Interview · Contextual Inquiry · Journey Maps · User Story Maps · Persona · Card Sorting · Affinity Diagram · Competitive Analysis · Task Analysis · Co-design Workshop · Usability Testing · Statistical Analysis

DESIGN

Brainstorming · Wireframing · Storyboarding · Prototyping · Sketching · Ideation ·

TOOLS

Sketch · Photoshop · Illustrator · Adobe XD · InDesign · InVision · Principle · CogTool · R Studio · Unity

TECHNOLOGIES

HTML · CSS · JavaScript · C# · Java · Swift · Python · AngularJS · Ionic · SQL · Gulp · AR · VR

INTERESTS

Game Design · Illustration