YUNQI QIAN

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EDUCATION

University of Michigan — Ann Arbor, MI
School of Information — May 2020

- **Master of Science** in Information
- Concentration in HCI or UX

Boston University — Boston, MA
Collaborative Degree Program — May 2017

- **Bachelor of Science** in Communication
- **Bachelor of Fine Arts** in Graphic Design

SKILLS

SOFTWARE
- PhotoShop
- Illustrator
- InDesign
- Adobe XD
- Sketch
- Principle

WEB
- HTML
- CSS
- Javascript

CODING
- Python
- SQL

LANGUAGE
- Mandarin
- Spanish

INTEREST
- Yoga
- Traveling
- Drumming

WORK EXPERIENCE

Freelance — Boston, MA
Graphic Designer — Jan 2015 - Present

- Designed branding system for multiple start-up companies using Illustrator to create vectors and Adobe XD to organize and present
- Reinforced companies' existing branding template to create memorable design

SmarterTravel, A TripAdvisor Company — Boston, MA
Web Designer — Jun 2016 - May 2018

- Initiated UI tests by creating webpage wireframes and email templates using Adobe XD to drive potential traffic to the intended lander and achieve revenue purposes
- Modified and explored user's action effects in different stages of interaction by analyzing results of A/B tests to increase engagement
- Evaluated thoroughly on different use cases and created single visual result that can correspond to all use cases
- Accustomed to work under fast-paced, ticket-based agile environment
- Built responsive formats for different device view and presented using InVision

Dieu' Dono Co. — Boston, MA
Chief Designer — Sep 2015 - Jun 2017

- Refreshed welcome emails and website by using Adobe XD and modifying front-end coding to connect better with the landing page and brand voice
- Reestablished brands' marketing goals with research group by keeping up the latest topic and trends on social media platforms to attract target audience
- Designed branding system for multiple start-up companies

Kel & Partners — Boston, MA
Social Media Graphic Designer — Sep 2015 - Dec 2015

- Created effective subscription acquisition placements on house brands' and partners' sites that communicate clearly on the offers to attract first-time users
- Designed graphic templates using Photoshop and Illustrator for clients' social media platforms to increased social buzz and total visit traffic to their websites
- Organized required information to create visual hierarchy and logical flow

PROJECTS

Government Website Optimization - City of Fort Myers — Sep 2018 - Dec 2018

- Conducted information architecture researches and evaluations on the navigation functionalities of the website by using heuristic evaluation, consistency evaluation, comparative analysis, etc.
- Initiated user tests (card sorting and multiple task scenario evaluations) to provide optimized solutions for the website's navigation logic
- Created iterations for the navigation bar and identified the best option based on the analysis of A/B testings and evaluation results

Contextual Inquiry Consulting - Great Lake Observing System — Sep 2018 - Dec 2018

- Identified client's problem and researched background in the field associate with the scope of the problem (data visualization)
- Directed multiple contextual inquiries with major stakeholders and interpreted crucial facts and opinions from the interviews
- Established possible solutions in the report based on the conclusions obtained from affinity wall

Ad Campaign for Trident Gum — Jan 2015 - May 2015

- Researched to provide a situation analysis, including Trident's product category, key category trends, thorough SWOT analysis, and in-depth analysis on primary gum competitors in the market
- Established brand's marketing objectives, including identification of target audience, key insight about the consumer and brand, and positioning statement in its product category
- Outlined creative strategies leading to the development of creative executions (e.g. developed Instagram filter based on the gum flavors)
- Developed media plan using MRI+ database