

YUSONG SHI

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As a product designer with extensive knowledge in frontend development, I bring a unique blend of technical and creative skills to the table. My experience in both areas allows me to not only design visually appealing and user-friendly products, but also understand and implement the technical limitations and possibilities of a design. My background in front-end development has also taught me the importance of attention to detail and the ability to think critically about the user experience. I am passionate about creating products that solve real problems for users and am always seeking new challenges to push my skills to the next level.

PROFESSIONAL EXPERIENCE

Senior Product Designer

Popchew 10/2022 - Present

- Facilitated the expedited delivery of mobile components through a sprint-based system to support Popchew's comprehensive app redesign.
- Researched and mapped detailed user journeys and conducted comparative/competitive analysis.
- Developed a design system that laid the brand's foundation and guided the UI development.
- Researched, designed, and prototyped mobile and web food ordering applications for iOS systems.
- Led UX analysis of existing products and services, conducted usability testing to specify pain points and recommendations.

Lead UI/UX designer, Frontend Developer, Contractor

Lushful Aesthetics 07/2022 - Present

- Led the design and development of user interfaces and user experiences for web and mobile applications.
- Collaborated with cross-functional teams, including product managers, developers and stakeholders, to design and implement innovative solutions for the product direction, visuals, and experience.
- Created wireframes, style guides, mockups, and interactive prototypes to effectively communicate design concepts.
- Translated design requirements into optimized, maintainable code utilizing Gatsby, Tailwind, and Contentful.
- Ensured that all front-end code is optimized for maximum speed and scalability.

Independent Frontend Developer

Freelance, 09/2021 - Present

- Developed and implemented user interfaces for web and mobile applications using HTML, CSS, JavaScript/TypeScript, and React Native.
- Designed, coded, tested and debugged highly interactive web-based applications.
- Utilized JavaScript libraries and frameworks such as React, Gatsby, TailwindCSS
- Collaborated with backend developers to ensure successful integration of frontend applications.
- Created and maintained technical documentation and optimized web pages for maximum speed and scalability.

Independent UI/UX Designer

Freelance, 05/2016 - 07/2022

- Delivered end-to-end design solutions for web, mobile, and tablet applications.
- Conducted user research and create user personas, scenarios, and journey maps.
- Created wireframes, mockups, and prototypes to effectively communicate interactions and design ideas.
- Designed user interfaces and interactions from concept to implementation.
- Collaborated with multiple teams to ensure design specifications are implemented correctly.

RELEVANT EXPERIENCE

General Assembly, Software Engineer Immersive

New York, NY 02/2022 - 05/2022

Gained experience and knowledge in industry best practices and practical software development standards, including HTML5, CSS3, JavaScript, jQuery, Node.js, React.js, Redux, Express.js, MongoDB, PostgreSQL, Python, Git, Bootstrap, Netlify, Heroku, GitHub, and various algorithms and data structures.

SUNY University at Buffalo

Buffalo, NY 05/2012 - 08/2015

Finished 90+ credits towards B.A. in Communication and Media Studies

SKILLS

Design: Figma, Adobe XD, Adobe Creative Suite, User Research & Analysis, User Personas, User Journeys, Usability Testing, A/B Testing, Prototyping, Linear, JIRA.

Frontend: HTML, CSS, JavaScript, Typescript, React, Gatsby, Tailwind, Contentful.