XIAOCHEN YU

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UX Designer, Walmart eCommerce

Feb 2020 – Present

Improve the online transaction experience for Walmart customers
- Deliver end-to-end experience designs for cart and checkout track
- Drive design process from concept to launch through user research and analysis
- Craft annotated mockups and interactive prototypes for development spec
- Implement design accessibility across responsive websites and native apps

UX Design Intern, Walmart eCommerce

Jun – Aug 2019

Improved the online discovery experience for Walmart customers
- Audited, analyzed, and identified key frictions for search and browse journey
- Created wireframes and multi-fidelity mockups for search typeahead across happy path and edge cases on native apps

Product Design Co-op, Starbucks

Jan – May 2019

Unlocked the business potential of IoT water filtration system
- Designed a set of dashboards for preventative maintenance on water equipment
- Worked closely with stakeholders from facility, equipment, operations, and design to define product requirements and scale
- Drove user-centered process from UX benchmark and user research to high fidelity proof-of-concept prototypes

Web and Visual Designer, Samuel E. Kelly Ethnic Cultural Center

Sep 2015 – Aug 2017

- Re-defined the site's information architecture to increase user engagement, including an updated website navigation and homepage layout
- Delivered visual design for digital and print media to support marketing needs

Visual Communication Designer, One Media Venture

Jun – Aug 2017

- Delivered 16 editorial sets for Seattle Chinese Times periodicals and brochures
- Crafted a digital illustration for a travel guide brochure cover

Summary

Seeking a role in product/visual design

I am a problem solver with 3+ years of experience in crafting meaningful human experiences, a team player who learns fast, digs into complex problems and develops intuitive and visually elegant solutions.

Skills

Methods

Storyboarding, Journey Mapping, Wireframing, Data Visualization, Heuristic Analysis, Interview, Contextual Inquiry, Usability Test, A/B Test

Designing

Sketch, Illustrator, Photoshop, After Effects

Prototyping

InVision, Principle, Adobe XD, Axure RP, Unity3D

Coding

HTML, CSS, JavaScript, GitHub

Team collaborating

Zeplin, Mural, Jira, Trello

Indiana University

Class of 2019

M.S. Media Arts and Science

University of Washington

Class of 2016

B.S. Human Centerd Design and Engineering