

XIAOCHEN YU

User Experience Designer

<https://xiaochendesign.xyz/>

xiaochenyu@yahoo.com

206.209.7599

Experience

Walmart eCommerce / UX Design Intern

June - Aug. 2019 / San Bruno, CA

Re-envision creating seamless user experience in the Search and Browse space for Walmart native apps. Develop annotated wireframes and mock-ups in collaboration with domain experts in research, product analytics, design and content strategy.

Starbucks / Product Designer (Co-op)

Jan. - May 2019 / Indianapolis, IN

Drove product design from research to interactive proof-of-concept prototypes. Proposed a set of dashboards to unlock the IoT water filtration system's potentials in preventative maintenance across 8K+ stores across the United States.

REI / UX Designer (Co-op)

Jan. - June 2016 / Seattle, WA

Designed a digital tool to improve customers' online fitting experience when purchase hiking footwear. Led the research to articulate the design problem. Developed low-fi to high-fi prototypes iteratively based on user feedback.

Kelly Ethnic Cultural Center / Visual and Web Designer

Sep. 2015 - Aug. 2017 / Seattle, WA

Crafted digital and print posters, banners, and brochures to support marketing needs. Maintained website design and content updates based on the stakeholder and user needs.

One Media Venture / Visual Designer

June - Aug. 2017 / Seattle, WA

Crafted 18 editorial pages for Seattle Chinese Times periodicals and PANO magazine. Created Seattle GPS brochure cover illustration and animated graphics for social media marketing.

Education

Indiana University (IUPUI)

2018 - 2019

M.S. in Media Arts and Science

University of Washington

2012 - 2016

B.S. in Human-Centered Design and Engineering (HCDE)

Skills

Methods

User Journey Map / Storyboarding /
Wireframing / Rapid Prototyping /
Usability Testing / Design Annotation

Tools

Sketch / InVision / Adobe CC / Figma /
Axure RP / Principle / HTML & CSS

Learning

Digital Illustration / Motion Graphics /
Unity Game Engine / Google ARCore