XIAOCHEN YU

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San Francisco, CA

UX Designer, Walmart eCommerce

Feb 2020 – Present, San Bruno CA

Improve the online transaction experience for 100 million monthly active users
- Craft end-to-end designs for cart and checkout experience to increase customer engagement on Walmart.com across platforms.
- Drive design from concept to launch with user research and analysis insights.
- Deliver annotated mockups and interactive prototypes as development specs.
- Implement design accessibility across responsive websites and native apps.

UX Design Intern, Walmart eCommerce

Jun – Aug 2019, San Bruno CA

Enhanced the online discovery experience for 100 million monthly active users
- Audited, analyzed, and identified key frictions for search and browse journey.
- Created wireframes and multi-fidelity mockups for search typeahead across regular and edge cases on native apps to maximize customer engagement.

Product Design Co-op, Starbucks

Jan – May 2019, Indianapolis IN

Unlocked the business potential of IoT water filtration system
- Designed set of dashboards for key stakeholders to effectively manage preventive maintenance on water equipment.
- Worked closely with cross-functional partners from Facilities, R&D, and Operations to define product requirements and scale.
- Led user-centered process from secondary research to high fidelity proof-of-concept prototypes.

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

Sep 2015 – Aug 2017, Seattle WA

- Re-defined the website's navigation and homepage layout to increase user engagement. Produced visual designs for digital and print media to maximize marketing effectiveness.

Visual Communication Designer, One Media Venture

Jun – Aug 2017, Seattle WA

- Delivered 16 editorial sets for Seattle Chinese Times periodicals and brochures. Designed a cover illustration for a printed travel guide to maximize marketing effectiveness.

Summary

Actively seeking a role in product/visual design

Problem solver with 2+ years of design experience in crafting meaningful human experiences that increase and improve user engagement. 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, Confluence

Indiana University

Jan 2018 – Dec 2019

M.S. Media Arts and Science

University of Washington

Sep 2012 – Jun 2016

B.S. Human Centered Design and Engineering