

# 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 3+ 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, Figma, Illustrator, Photoshop

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