

# xiaochen yu

ux ui mobile web interaction illustration storytell emerging-tech

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## experience

### product design intern

#### Starbucks

Since 2019 | Indianapolis, IN

- Design and prototype a system for internet-connecting the beverage and food equipment in Starbucks cafés to improve operating efficiency

### graduate RA & TA

#### Indiana University

Since 2018 | Indianapolis, IN

- Research Assistant - COMET Lab  
Design a system facilitating in-class art and design critique
- Teaching Assistant - Digital Arts  
Critiqued and graded 250+ student course projects

### ux design intern

#### REI Co-op

01 - 06. 2016 | Seattle, WA

- Designed an interactive digital tool to improve REI shoppers' online fitting experience in choosing hiking boots
- Conducted secondary research, defined features, created wireframes and prototypes, conducted usability testing

### web & visual designer

#### Kelly Ethnic Cultural Center

09. 2015 - 08. 2017 | Seattle, WA

- Created print and digital designs to support ECC marketing, posters, banners, brochures, etc.
- Kept Kelly ECC websites design, flow and contents up to date
- Defined user needs with ECC team; designed and created new pages and contents accordingly

### game designer

01 - 04. 2018

### visual designer

06 - 08. 2017

12. 2019  
expected

06. 2016

### design

### tools

### learning

## projects

### Veggiezens Educational Game

- Implemented an educational 2D platform game in Unity
- Designed and created story plot, characters, and all visual assets

### One Media Venture LLC Co-op

- 16 periodical editorial layouts
- 3 magazine editorial layouts
- Brochure cover graphics and social media animated graphics

## education

M.S. in Media Arts and Science  
Indiana University (IUPUI)

B.S. in Human Centered Design and Engineering (HCI Focus)  
University of Washington

## skills

Product Thinking · Prototype · Sketch · Storyboard · Persona · Wireframe · Usability Test · Web Design and Develop · Digital Arts

Figma · Adobe XD · InVision · Sketch · Principle · Axure RP · Illustrator · Photoshop · After Effects · HTML · CSS · Bootstrap · JavaScript

AR/MR · IoT · Game Design · Unity · Motion · Video