Blair Shen

UX & Product Designer
with 5 years of experience

⌂ yuyinshen719.github.io/blairux
📱 (734)-882-9862
✉ yuyshen@umich.edu

Education

University of Michigan
M.S. in Human-Computer Interaction
May 2019, Ann Arbor, MI

Side Projects

Shard
Conducted user research and developed features for Shard, a design tool that focuses on team cooperation and process documentation.

Archivopedia - Voice-Activated AI
Validated user problems, gauged the scale and developed design recommendation for a voice-enabled solution through in-depth interviews, participatory design, and card sorting with medical and research professionals.

AthleteJuvo - Smart Rehab App
Led brainstorming sessions, designed the UIs and user flow, prototyped via Sketch and InVision.

Skills

Toolbox
Sketch, Figma, InVision, Principle, Axure, Zeplin, Balsamiq, Proto.io, UXPin, FramerX, Photoshop, Illustrator

Design
Persona Building, Storyboarding, Wireframing, Rapid Prototyping, Concept Testing, Accessibility, User Flowchart, Information Architecture

Research
Usability Testing, Survey Design, Eye-tracking, Experiment Design, Card Sorting, Competitive Analysis, Contextual Inquiry, Heuristic Evaluation

Programming
HTML, CSS, JavaScript, jQuery, Python, R, SPSS, Framer.js, Drupal, AR/VR Prototyping

Work Experience

Harry & David
UX Visual Designer   06/2019 - Present   Medford, OR

- Identified usability roadblocks, conducted usability tests, and re-designed the Fruit of the Month Club product page for responsive viewports, increasing upsell purchase by 17.09%, total revenue by 14.11%, and reduced product abandonment rate by 28.95% over a 4-month A/B test.

- Re-designed the Gift List interaction, increasing conversion rate by 5% and revenue by 14.55%.

- Initiated the design language and established a coherent UI style across 3 family brands.

- Planned and executed in-depth user interviews to identify personalized gifting opportunities. Carried the project from wireframing to high-fidelity prototypes.

- Advocated user-centered design awareness in a cross-functional team, led workshops and meetings to spread design-thinking mindset.

- Gatekept web design assets compliant to Web Content Accessibility Guidelines (WCAG) 2.1.

Quavo.Inc
Freelance UI Designer   03/2020 - Present   Remote

- Cooperated with the lead UX engineer to work on a Pega-based financial service, Automated Reasonable Investigation Agent (ARIA), an AI-powered dispute processing.

Institute for Research on Innovation and Science (IRIS)
Web Designer   02/2019 - 04/2019   Ann Arbor, MI

- Cooperated with data managers to identify points of friction within members' data quality. Designed a member dashboard interface to improve the quality and remove the roadblocks during users' journey.

DXRacer LLC
UX & Graphic Designer   09/2018 - 12/2018   Ann Arbor, MI

- Directed UX design, logo conception, visual design, style guide, sprite animation, and prototyping through Illustrator, Sketch, and Figma for an AI-enhanced Learning Management System start-up.

Cognito UX consulting
UX Researcher   06/2018 - 09/2018   Ann Arbor, MI

- Carried out idea generation, study logistics, screener survey, participant recruitment, interview, and concept testing using affinity diagraming, the Geneva emotions wheel, and Microsoft Desirability Toolkit.

National Chiao Tung University (QS World Ranking No.44 in Asia)
Usability & Eye-tracking Specialist   08/2015 - 08/2017   Hsinchu, Taiwan

- Led 3 usability studies for Yahoo via eye-tracking. Projects included a mobile shopping app interface, usability testing for mobile streaming ads, and Yahoo homepage brand awareness.