Ze **Yu**

UX Designer

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TOOLS

- Figma & Sketch & Adobe CC
- Paper Sketching & Paper Prototyping
- Axure & Balsamiq & Keynote
- HTML5 & CSS3 & JavaScript
- Invision & Marvel Prototype
- Flinto & Principle
- Microsoft Power BI & Data Visualization

SKILLS

RESEARCH

Contextual Inquiry
Competitor Analysis
Usability Testing
A/B Testing
Interview
Survey
Card Sorting
Heuristic Evaluation

DESIGN

Persona
User Journey
Affinity Diagram
Storytelling
Information Architecture
Interaction User Flow
Wireframe
Paper Prototyping
Hi-Fi Mockup
Interaction Design
Visual Design

EXPERIENCE

EXPORTA TECHNOLOGIES
Jan. 2020 – Present
UX Design Lead
Boston, MA

- Joined the company as the 1st product designer, delivered over 5 core projects for our SaaS products while growing through Early Stage VC.
- Engaging and educating the core team and stakeholders throughout the design process.
- Managing design and front-end recruitment.

IBM
May. 2019 – Dec. 2019
UX Designer
Remote

- Crafted experience for streamlining the executive briefing process to create a meaningful experience for clients.
- Led market research, user research, quick-prototyping, hi-fi user interface designing, usability testing results analysis.
- Worked closely with agile development teams by delivering production-ready assets, visual specifications, and providing support through implementation.

B2W SOFTWARE
May. 2018 – Dec. 2018
UX Designer Intern
Portsmouth, NH

- Designed B2W Inform mobile app and contributed to the new design pattern library creation.
- B2W Inform was chosen as one of the Top 100 Products of 2019 by editors of Construction Equipment magazine.

HAIZHU OVERSEAS LIVING
May. 2018 – Aug. 2018
Freelance Product Designer
Remote

- Led a team of two, researched, and designed the mobile UX of the real estate property management service for a start-up.
- Increased user amount by 300%.

EDUCATION

NORTHEASTERN UNIVERSITY
Sep. 2017 – Jun.2019
Master of Science in Information Systems
Boston, MA
Specialization in Human-Computer Interaction

- The cumulative GPA is 3.91/4.0
- Graduate Teaching Assistant

HUAZHONG UNIVERSITY OF SCI. & TECH.
Sep. 2013 – Jun.2017
Bachelor of Management in Information Management
Wuhan, China

CERTIFICATIONS

Enterprise Design Thinking Practitioner	IBM
Design Thinking: Prototyping	LinkedIn
IT Architecture Competition	Iasa Global