

Yan Wu

Product + UX Designer

// CONTACT

helloyan.w@gmail.com

+1 (646) 595-8577

wuyandesign.com

yan-wu.dribbble.com

linkedin.com/in/wuyandesign

// SKILLS

Design

Persona

Storyboard

Wireframing

Prototyping

Empathy Mapping

Information Architecture

Research

User Interview

Questionnaire

Usability Testing

Heuristic Evaluation

Statistical Analysis

Comparative Analysis

Toolbox

Adobe Creative Suite

Sketch

InVision

Figma

Zeplin

Language

English

Chinese

German

// WORKING EXPERIENCE

Lead UX Designer, Virani Jewelers

Sep 2019 - Present

- Led the design and launch of the checkout optimization project on mobile and desktop ends, reducing shopping cart abandonment rate by **37%**.
- Collaborated with the PM and marketing team to strategize and build **5+** seasonal and holiday campaign pages.
- Analyzed heatmaps and visitor recordings to discover site-wide usability issues and worked closely with developers to resolve them.

Freelance UX Designer & Researcher

May 2018 - Present

- Delivered design projects from conception to implementation for clients in different fields, including e-learning, CRM platform, competition management system, etc.
- Deliverables include heuristic evaluation, product requirement, user research, UI, etc.

UX Designer, The Bamberger Group

Aug 2018 - Mar 2019

- Redesigned the Building Detail page and the Listing Detail page with a senior UX designer to improve the conversion funnel, reducing drop off rate by **8%**.
- Led the initial design and **4** iterations of the Buyer's Guide and the Seller's Guide, receiving **50+** views within the first day of launching.
- Took charge of planning and conducting user interviews and feedback sessions, summarized **10+** design opportunities, **4** of which were added to the team's roadmap.

Product Design Intern, Clientela Inc.

May 2018 - Aug 2018

- Pitched feature ideas and led the wireframing and prototyping of the cross-platform CRM software, which is the company's **primary** product.
- Contributed to designing **Topshop's** personal shopping system and **Benefit's** boutique appointment booking system.
- Designed and created the **first** UI library for the team, the **first** User Guide of the product, and **6** email templates.

// EDUCATION

Parsons School of Design

New York City, USA | 2017 - 2019

MFA in Design and Technology, GPA (3.86/4.0)

Communication University of China

Beijing, China | 2013 - 2017

BA in German Language and Literature, GPA (3.77/4.0)

Ruhr-Universität Bochum

Bochum, Germany | 2015 - 2016

Exchange Program in German Studies