YUANQING YAO
User Experience & Product Designer

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Portfolio: www.flipsnack.com/FACC7A99E8C/yuanqingyao-portfolio/full-view.html

WORK EXPERIENCE

SHEIN | UX Design Intern
May 2021 – Aug 2021 | Shenzhen, China

- Collaborated with cross-function team to redesign the new app version to boost revenue. Struck the right balance between e-commerce promotions and optimal user experience. The conversion rate of V7.7 increased **17%**.
- Conducted user research (interview, persona, survey, usability testing) to collect user feedback. Created user journey maps to identify pain points and potential optimization points.
- Proposed design solutions for **32** requirements from the product team and customer service center. Performed statistical user analysis to facilitate design decisions. The System Usability Scale score raised to **92** after V7.7 launched.
- Built consistency across the platforms for later iterations, including extending the design components and establishing the visual language.

eBay | UIUX Design Intern
Dec 2020 – May 2021 | Shanghai, China

- Led the UIUX design of the V3.20 from start to launch to create an efficient and user-friendly experimentation platform. The positive feedback from users raised from 72% to **98%**.
- Collaborated with product manager to improve the product usability and provided design solutions to new functions (e.g. MAB test, Real-time monitor, Traffic calculator.)
- Optimized the website performance based on the usability testing results. The time-on-task for users to set up a experiment decreased by **45%**.
- Established a design system from scratch. Worked effectively with software developers by regular checkins and design reviews. Logged development using Jira to ensure a timely launch.

ShanghaiTech University | UX Researcher
Oct 2020 – May 2021 | Shanghai, China

- Conducted quantitative and qualitative research with **200+** prospective customers for the SHIFT lab. Presented research insights and proposed design direction to the leadership team.
- Provided user-centered design support for the ongoing projects in the lab. (E.g. used "Methods of Limits" and ergonomic assessment to test prototypes.)

PROJECT EXPERIENCE

NASA S.U.I.T.S. | UIUX Designer
Feb 2022 – Present
Collaborated with a cross-function team to create a spacesuit AR user interfaces, got selected by NASA, to assist astronauts for future missions in space.

Brown China Summit | Designer
Sep 2021 – Present
Established branding asset; created social media promotions and digital campaigns.

Brown x RISD Game Design | Designer
Sep 2020 – Dec 2020
Led the design of a mobile game named "Flavor Knight" in a 6 people group. The game won the second place in the final selection.

EDUCATION

Rhode Island School of Design (RISD)
Providence, Rhode Island, United States

Bachelor of Fine Arts	Sep 2019 – Jun 2023
Major: Industrial Design	GPA: 3.82
Minors: Computation, Technology & Culture; Nature, Culture & Sustainability Studies	

Brown University

Object-Oriented Programming and Computer Science	Fall 2021
Computing Foundation: Data	Spring 2022

Harvard Business School

Summer Program (CORe)	Summer 2020

Business Analytics, Economics, and Accounting

SKILLS

UIUX
Qualitative and Quantitative user research, Wireframes, Prototyping, User flows, Sketches, Information architecture, UI graphics, Data analysis, A/B Testing, Usability Test, Style guides & Component library

Programming
HTML5+CSS3, JavaScript, Java, JavaFX, Python, Processing, Arduino

Software
Figma, Sketch, Axure, Adobe Suite, Cinema 4D, Rhino, Solidworks, Final Cut Pro, Keynote

Visual
Graphic Design, Data visualization, Animation, Storyboarding, Video-editing

Language
English, Mandarin

AWARDS & RECOGNITION

RISD Honor Student	2020, 2021
BRGD Game Competition - 2nd Place	2020
Provisional Ubiquitous Research Grant	2019
Chinese National Utility Model Patent	2019