

Yiyun (Selena) Xu

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Summary

UX/Product Designer with **3** years of experience in conducting **user centered design** to deliver end-to-end user experience across both **web and mobile** platform. Excellent skills in **interaction design, visual design** and **user research**. Strong **technical knowledge background** in HTML, CSS and JavaScript.

Experience

MICROSOFT

REDMOND, WA.

Product Designer (Contract)

Nov 2019 – Present

- Conceptualize new product ideas, improve existing product, and propose design solutions for usability and delight with Edge Browser Experience team, release updates on Edge Collections, Downloads, Hubs and shopping experience
- Identify design requirements with PMs and Design Manager, create user flow, mockups and interactive prototypes using Figma and provide UI comps, icons, and illustrations to dev team
- Follow the existing Edge design framework to maintain consistency and contribute to the library through componentizing new assets
- Prepare and present design deck to the broader team (PMs, developers, accessibility team and etc.) for feedback from different perspectives and iterate design based on feedback

VPGAME INC.

BELLEVUE, WA.

VPGame is a startup company in the video game and e-sports media industry with a fast-paced working environment. I collaborated with a cross-functional team of 18 in 3 locations (Bellevue, Shanghai and Hangzhou) on 10+ projects across vpgame.com, varena.com and vpesports.com.

Product Designer

Jan 2018 – Aug 2019

- Led full redesign of vpesports.com with findings from market and user research, generating over 1 million active users with 5 million pageviews per month
- Led the user experience, user interface and visual identity for Dota2 and Autochess game analytics tools across VPGame and Varena (both mobile and web platform), increasing user engagement by 42% in total
- Conducted usability testing and interviews with 10+ participants; synthesized and designed against findings which reduced bounce rate for vpesports.com primary user flow by 13%
- Built information architecture, user flow, wireframes and prototypes using Adobe Suite, helped dev team with implementation and launched VPESports mobile app across Android and IOS platform
- Spearheaded the development of a cohesive style guide to standardize design patterns and establish a baseline of consistency

AMAZON

SEATTLE, WA.

Student UX Designer & Researcher

Jan 2018 – Jun 2018

- Led the capstone design team of 4, collaborating with senior UX researchers and product manager on redesigning Amazon Seller News
- Broke business objectives into significant and feasible scope through conducting competitive analysis and 11 user interviews
- Created personas, journey map, wireframes and interactive prototypes based on research findings and conducted 3 usability testing to validate and refine design

UNIVERSITY OF WASHINGTON

SEATTLE, WA.

Design & Research Assistant

Jun 2017 – Jun 2019

- Collaborated with HCDE Professor Julie Kientz and UW Northwest Center for Public Health Practice researchers on applying human centered design to older adult's health information management
- Analyzed UX research data from 90 user interviews, developed 18 personas of older adults and their key stakeholders, defined scenarios, and use cases, made storyboards and proposed design solutions
- Crafted a 97-page online guidebook with PowerPoint and Photoshop for designers, following W3C accessibility guidelines

Education

Bachelor of Science, University of Washington

2014 - 2018

Human Centered Design and Engineering: Human Computer Interaction (GPA:3.73)

Skills

Design:

Design Thinking, Information Architecture, Wireframing, Prototyping, Persona, Journey Map, User Flow, Sketching, Storyboarding, Visual Design, Data Visualization, Affinity Diagrams

Tools:

Adobe XD, Illustrator, Photoshop, Sketch, Figma, Axure, Protopie, Jira, Zeplin, Miro, Trello, InVision, Balsamiq

Research:

Interview, Usability Testing, Google Analytics, Competitive Analysis, Contextual Inquiry, Survey

Development (knowledge in):

HTML, CSS, JavaScript, Java, Python

Languages

Chinese, English