

YANYIN WU

UI/UX DESIGNER

✉ yanywu813@gmail.com

🌐 www.yanywu.com

🌐 www.linkedin.com/in/wuyany/

EDUCATION

Northeastern University

BFA in Interaction Design

May 2024 | GPA: 3.74

Northeastern University

MS in Experience Design

Expected May 2025

GPA: 3.9

SKILLS

User Experience (UX) Design

Prototyping and Wireframing

Usability Testing and Analysis

User Research and Surveys

Design Thinking

Collaboration Tools (Slack, Jira)

HTML/CSS (basic understanding)

User Interview

Rapid Prototyping

Web Design

Interaction Design

Information Architecture

Responsive Design

Cross-functional Collaboration

B2B Project Management

Agile Methodologies

TOOLS

Figma

Adobe Creative Suite

Microsoft Office Suite

Google Suites

Shopify

Canva

Dovetail

Miro

Lightroom

DESIGN EXPERIENCE

Ganbei Zine Northeastern University | Boston, MA

Graphic Designer Sep 2023 – Present

- Design a series of zine issues in InDesign that celebrate and promote Chinese American culture. We published on schedule to both our online and hard copy audiences in time for the launch party
- Engage in cross-functional collaboration with designers to brainstorm concepts, color palettes, typography, and textures, fostering innovative design solutions

Scout Northeastern University | Boston, MA

UX Designer Sep 2023 – Dec 2023

- Worked with pre-launch startup Phytabar to create a responsive desktop and mobile website on Shopify, focusing on user needs and functionality. Phytabar has now successfully launched their product online, and won shelf space with physical retailers
- Conducted weekly one-hour meetings with clients to discuss site maps, design ideas, and prototypes, ensuring alignment and satisfaction throughout the design process

State Street | Boston, MA

User Experience Designer and Researcher Jan 2023 – Jun 2023

- Collaborated cross-functionally with the team to enhance the UX experience of State Street Alpha's portfolio management (Saas) platform by creating high-fidelity prototypes and gather feedback
- Operated in B2B and Agile environments, effectively communicating with project managers and developers to resolve tasks and ensure smooth project execution
- Conducted usability tests using Figma and Dovetail to inform design decisions, leading to improved functionality and user experience
- Re-designed key features including sharing, commenting, help & learning, and localization, aligning them with user requirements to improve the user experience

Artists for Humanity | Boston, MA

User Experience Design Assistant Mentor Jan 2022 – Apr 2022

- Designed the Event & News web page for Artists for Humanity utilizing surveys, iterative design, and prototyping, by the time it launched around June, the traffic increased by 3%
- Engaged in cross-functional collaboration with stakeholders, designers, and developers to gather feedback and drive project success
- Created website templates in Storyblok to enhance administrative workflow efficiency, simplifying the process for regular updates
- Led and mentored 10 high school students in Figma and design thinking principles, increasing engagement and adoption of Figma

ADDITIONAL EXPERIENCE

Artists for Humanity | Boston, MA

Photographer and Assistant Mentor Sep 2023 – Present

- Photograph 20+ event shoots for Artists for Humanity's clients and leads to an increase in positive client feedback
- Supervise 18+ teens, coordinating internal studio tasks, and overseeing external projects lead to an increase in studio productivity