

■ Yuewei Zhu

✉ yw.zhu46@gmail.com

in www.linkedin.com/in/yuweiz46

🌐 www.yuweideign.com

📍 New York City, New York

EDUCATION

Depaul University

MS in Human Computer
Interaction

Sep. 22 - Expected Dec. 23

Springboard

UX/UI Design Career track

Jan. 22 - Sep. 22

University of Washington

MEd in Education Policy

Sep. 20 - Aug. 21

University of Washington

B.A. in Psychology and B.A. in
Communication

Sep. 15 - Jun. 20

SKILLS

User Flows

Persona

Wireframes

Rapid Prototyping

Storyboarding

Illustration

UI Graphics

Data Visualization

Interaction Design

Visual Design

Motion Design

Usability Study

A/B Testing

Tools

Sketch

InVision

Principle

Illustrator

HTML/CSS/Javascript

EXPERIENCE

UX Designer

Aeyesafe

Sep. 22 - Now

- Led web design products across our AI products, and collaborated with PMs, business stakeholders, designers and developers to align on user and business needs.
- Maintained the design system to help streamline design process and improved its accessibility.
- Created user journeys, wireframes high fidelity designs, detailed specs and hosted cross-team design critique workshops.

UX Designer

Freelance

Mar. 22 - Now

- Helped individuals, start-ups and companies of all sizes with a wide range of services from redesigning websites to end-to-end design for new products; clients including Envision Health Access, Valourline Technologies INC, ZGZG and etc.
- Developed user flow maps, redefined and simplified complex workflows, rapidly developed wireframes and wireflows for new concepts, contributed to design system documentation, and delivered presentations to executive stakeholders.

Associate Program Manager & UX Designer

Create & Learn

Mar. 22 - Sep. 22

- Participated in brainstorming creative direction for content and campaign development that involved research, design and critique.
- Led qualitative research to understand user needs and bringing in about 30% more sign up rate.
- Collaborated with Developers and PMs to strategize innovative business processes to improve UX/UI performance of the landing page, resulting in a 20% improvement in student conversion rate.

Educational Consultant

CheersYou International Consulting

Aug. 21 - Mar . 22

- Assisted marketing team and product designer to conduct user research, usability testing before launching new programs.
- Interacted with over 50 clients simultaneously, helped them understand their value and supported their goal in weekly consulting sessions.

Research Analyst

Community Center for Education Results

Apr. 21 - Aug. 21

- Conducted and analyzed qualitative data using Dedoose and quantitative data using SPSS and R programming to help answer questions that are of interest to CCER and community leadership team.