

Yuewei Zhu

USER EXPERIENCE DESIGNER

yw.zhu46@gmail.com
New York City, New York

WORK EXPERIENCE

UX Designer / Nav.it

JAN 2023 - PRESENT / Internship, Remote

- Worked with product team to design the financial personality module of the mobile app.
- Took on challenges to conduct user research, to derive conclusions and insights for further design.

UX Designer / Orby AI

JAN 2023 - PRESENT / Internship, Remote

- Collaborated with the entire product team to build design system documentation. And Developed the ability to drive new concepts from ideation, testing and launch efficiently and iterate quickly.
- Produced detailed user flows, wireframes, mock-ups, sitemaps, storyboards, journey maps, visual specs functional prototype to create intuitive, user-friendly dashboard.

Product Designer / Aeyesafe

SEP 2022 - PRESENT / Remote

- 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.

Associate Program Manager & UX Designer / Create & Learn

MAR 2022 - SEP 2022 / Remote

- 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.

UX Designer / Freelance

JAN 2022 - PRESENT / Freelance, remote

- Worked with 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. , and delivered presentations to executive stakeholders.

Educational Consultant / CheersYou International Consulting

JUL 2021 - MAR 2022 / New York City

- 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.

SOCIAL

www.linkedin.com/in/yueweiz46

www.yuweideisign.com

EDUCATION

2022 | Master's Degree

Human Computer Interaction

DEPAUL UNIVERSITY

2020-2021 | Master's Degree

Education Policy

UNIVERSITY OF WASHINGTON

2015-2020 | Bachelor's Degree

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

UNIVERSITY OF WASHINGTON

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

Figma
Adobe Creative Suite
Illustrator
Photoshop
Sketch
InVision
Miro
HTML/CSS
Javascript
jQuery