

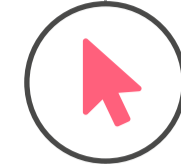
YICHEN WANG

UX | UI Designer

ycstudiooo



www.ycwangstudio.com



ycstudiooo@gmail.com



[linkedin](#)



Hello, I'm Yc, an award winning UX/UI designer. I create stunning visuals for businesses with emerging technologies. Proficient in software, excellent at communication. Looking to leverage my skills and experiences in a challenging role to drive the success of an ambitious company.

EDUCATION

Pratt Institute

09/2019 - 06/2022

MFA | Communications Design

Zhejiang University City College

09/2013 - 06/2017

BE | Industrial Design

HORNERS

International Award

- dotComm | 07, 2023
Mobile/App-Platinum Winner 2023(Highest)

Concept project: O'Friends (Link)

Exhibits & Magazines

- Gallerium Art Prize | Jun to Aug, 2023 | Group Exhibition | Organizer: Gallerium | Venue: Biafarin Online Exhibition
- Artistonish | Issue #34 | May 2023 | Magazine | Publisher: Discover the Artist
- Precious | Jun to Jul, 2023 | Group Exhibition | Organizer: Gallerium | Venue: Biafarin Online Exhibition

Paper & Patents

- Preliminary Research on Design Method of Utilizing Real Interactive Toys for Presenting Stories | Intelligence | 21 Sep, 2016
- Clamp Umbrella Stick | CN205006131U
- Nepenthes Lamp | CN304091114S
- a Cork Animation (Xu Xian and Madam White Snake) | CN303611372S

EXPERIENCE

Product Designer - Microsoft Contractor

10/2022 - 01/2023

Suzhou, China

- Contributions**
- **Design Impact:** Designed Pitch Decks for initiatives, resulting in two major projects receiving approval for the execution phase.
 - **Team Collaboration:** Collaborated with developer teams to successfully complete multiple Proof of Concept projects.
 - **Project Optimization:** Delivered weekly Design Proposals, aiding the team in the optimization of ongoing projects.
 - **Cross-Cultural Coordination:** Fostered cross-cultural teamwork and coordination, ensuring design consistency and advancing projects to the review and development stages.

UX Consultant - EdCuration

09/2021 - 11/2021

Colorado (Remote), US

- Background**
- Led the UX design for EdCuration, focusing on enhancing the web search experience and boosting the CTA button's performance.
- Key Steps**
- **User Profiling:** Identified target users, analyzing their habits and needs.
 - **Research Phase:** Utilized tools like Empathy Maps and User Journeys for insights, based on a preliminary test with 10 users, to uncover user pain points and direct our design strategies.
 - **Prototyping:** Initiated and refined Low-to-High Fidelity prototypes, iterating based on user feedback from a small-scale test group.
- Contributions**
- **Homepage Redesign:** Tackling issues of information redundancy, the homepage was revitalized with a focus on filtering features. Streamlined the platform introduction, added modules for resource recommendations and advertisements, ensuring a non-intrusive approach that enhances project value for users.
 - **Content Page Refinement:** Addressed complexities in courseware list and content pages. Redesigned the filtering process, tailored the courseware information cards based on user filtering habits, and emphasized crucial user filtering information, enabling users to swiftly find relevant courseware and make quicker decisions.
 - **Product Detail Enhancement:** In collaboration with vendor inputs and user requirements, the product-detail page was revamped, simplifying and highlighting the CTA button. Standardized courseware information presentation, providing a template for vendors to submit information.
 - **Design System Implementation:** Established design system, ensuring consistency and scalability across all pages and components.

UX Designer - Candor

09/2022 - 02/2023

San Francisco (Remote), US

- Background**
- Participated in the UX design for Candor, a RSU platform targeting employees of major tech companies. The product is yet to launch.
- Contributions**
- **UI & Visual Design:** Spearheaded the web UI, visual, and motion design. Through user and competitive analyses, identified and highlighted product unique selling points.
 - **Financial Education:** Crafted engaging yet simplistic designs to educate the target audience unfamiliar with financial trading, setting financial objectives and showcasing Candor's strengths.
 - **Branding & Promotion:** Actively involved in branding and promotional design meetings, ensuring consistent design implementations and timely addressing of user feedback.
 - **Avatar Design for Tech Giants:** Devised and executed avatar designs tailored for employees of platforms like Google, LinkedIn, Facebook, Twitter, and Pinterest, further contributing to project-related designs.

Assistant designer - iFLYTEK

06/2020 - 08/2020

China

- Background**
- Involved in early UX research for large-screen interfaces and the development of the "Dudu" voice-input TV IP.
- Contributions**
- Engaging Large-Screen UX design, Product Analysis, UI content regularly management

Visual Designer - Hangzhou Zhuyun Cultural Creativity

07/2015 - 12/2018

China

- Contributions**
- Collaborated with university professor-intern studio on IP and cultural product design, participating in design, promotion, and sales. Products were selected as gifts for the G20 summit.
 - Branding Refinement, Product Development, Engage marketing decisions

SKILLS

Design

Figma | Sketch | Midjourney | Adobe Suite:
After Effects, Illustrator, Photoshop, InDesign,
Adobe Audition

Prototype

Adobe XD | Axure RP | Keynote

Research and Analysis

User interview | Field study | Diary study |
Survey | Analytics review
Competitive analysis | Design review | Persona
| Journey map | Prototype feedback & testing |
Card sorting/Tree Testing | usability test

Coding

p5.js | Html & CSS

3D Model

Rhinoceros | KeyShot