



YUNQI QIAN

Product Designer

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EDUCATION

University of Michigan May 2020

- M.S. in Information
- Concentration in HCI

Boston University May 2017

- B.S. in Communication
- B.F.A. in Graphic Design

SKILLS

Specialties

Interaction Design
Cross-platform Design
Data Visualization
Information Architecture
User-centered Research
Needs Assessment
Usability Evaluation
Strategic Planning
AR/VR

Software

PhotoShop	illustrator
InDesign	After Effects
Premier	Adobe XD
Figma	Sketch
Principle	Axure

Coding

HTML & CSS	Javascript
React Native	Python
SQL	A-Frame
Unity	

WORK EXPERIENCE

ServiceNow

UX Design & Research Intern

Santa Clara, CA
May 2019 - Aug 2019

- Worked closely with researchers, engineers and product managers on 3 key projects: chatbot interaction prototype, internal product demo site optimization, and employee request page evaluation
- Optimized complex information architecture by conducting usability research (card sorting, tree testing) and providing design solutions that have more efficient user workflows
- Created fully interactive marketing website that is developed following the accessibility conventions using Axure and front-end coding to promote company's B2B products
- Initiated projects that uncovered the pain points in the user flows and provided designs for implication and concepts for testing guidance

Freelance

Graphic Designer

Boston, MA
Jan 2015 - May 2019

- Designed branding systems, websites and mobile applications for multiple start-up companies and non-profit organizations
- Reinforced companies' existing branding documentation and style guide to create websites/dashboard through UI design and front-end development, clients including Oracle, Panasonic, City of Fort Myers, Dieu Dono Co., etc.

SmarterTravel, A TripAdvisor Company

UI Designer

Boston, MA
Jun 2016 - May 2018

- Created winning recipes that drive traffic to the intended landing page and generated high marketing revenues (more than 1 million) in a fast paced, iterative environment.
- Provided multiple design solutions for each project and analyzed results from A/B testing to increase product's engagement rate
- Partnered with content strategists and product managers to realize conceptual ideas and ship to engineering team for production

PROJECTS

Oracle Mobile Storefront Prototype

Jan 2019 - May 2019

- Assessed the needs of the target audience by conducting contextual inquiries with stakeholders, surveys with end users, and competitive evaluation on major competitors
- Evaluated the usability of Oracle's mobile storefront product by conducting internal heuristic evaluations, task scenario testing and preference test