

xiaochen yu

ux ui web mobile product illustration storytelling sketch motion

<https://xiaochendesign.xyz>

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206.209.7599

experience

graduate TA
digital arts

Indiana University
Since 2018 | Indianapolis, IN

- Facilitate the instructor with collecting course materials, and grading student course projects
- Critique student digital painting and illustration projects

ux designer
07 - 08. 2018

interaction
designer
01 - 04. 2018

designer &
webmaster

Kelly Ethnic Cultural Center
09. 2015 - 08. 2017 | Seattle, WA

- Created print and digital designs to support ECC marketing, posters, banners, brochures, etc.
- Kept Kelly ECC websites design, flow and contents up to date
- Defined user needs with ECC team; designed and created new pages and contents accordingly

12. 2019
expected

design
assistant

One Media Venture LLC
06 - 08. 2017 | Seattle, WA

- Designed 16 editorial layouts for Seattle Chinese Times periodicals
- Created cover illustration and animated graphic for Seattle GPS brochure and social media
- Co-designed branding and editorials for PANO Magazine

06. 2016

ux design
intern

REI Co-op
01 - 06. 2016 | Seattle, WA

- Designed an interactive digital tool to improve REI shoppers' online fitting experience in choosing hiking boots
- Conducted secondary research, defined features, created wireframes and prototypes, conducted usability testing

design

tools

learning

projects

W.O.M WeChat Mini-App

- Designed a WeChat mini-program to enable efficient and engaging neighborhood communication

Veggiezens Educational Game

- Implemented an educational 2D platformer game in Unity
- Designed and created story plot, characters, and all visual assets

education

M.S. in Media Arts and Science
Indiana University (IUPUI)

B.S. in Human Centered Design and Engineering (HCI Focus)
University of Washington

skills

Digital Painting · Illustration · Prototyping · Sketching · Persona · Storyboarding · Wireframing · Usability Testing · Branding · Web Design · Motion Graphics

Illustrator · Photoshop · Adobe XD · InVision · Axure RP · Balsamiq · HTML · CSS · Bootstrap · Figma · Sketch · Principle · After Effects

JavaScript · SVG Animation · Unity · Video Production · Meditation