

xiaochen yu

ux ui mobile web interaction illustration storytell emerging-tech

<https://xiaochendesign.xyz>

xiaochenyu@yahoo.com

206.209.7599

experience

product design intern

Starbucks

Since 2019 | Indianapolis, IN

- Design and prototype a system for internet-connecting the beverage and food equipment in Starbucks cafés to improve operating efficiency

graduate RA & TA

Indiana University

Since 2018 | Indianapolis, IN

- Research Assistant - COMET Lab Design a system facilitating in-class art and design critique
- Teaching Assistant - Digital Arts Critiqued and graded 250+ student course projects

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

web & visual designer

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

game designer

01 - 04. 2018

visual designer

06 - 08. 2017

12. 2019
expected

06. 2016

design

tools

learning

projects

Veggiezens Educational Game

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

One Media Venture LLC Co-op

- 16 periodical editorial layouts
- 3 magazine editorial layouts
- Brochure cover graphics and social media animated graphics

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

Product Thinking · Prototype · Sketch · Storyboard · Persona · Wireframe · Usability Test · Web Design and Develop · Digital Arts

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

AR/XR · IoT · Game Design · Unity · Motion · Video