

QIANYUE YUWEN

PRODUCT DESIGNER

qyuwen.fun

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626.737.4098

EDUCATION

ArtCenter College of Design

Sep 2021 - May 2024

MFA | Media Design Practice

Queen's University

Sep 2017 - May 2021

BAH | Computing & Creative Arts

Peking University

Jul 2018 - Sep 2018

Exchange Bachelor | Advanced

UX Testing & Technologies

SKILL-SETS

Design:

Responsive Web Design /

Mobile App Design /

User Interface Design /

User Experience Design /

Sketching / Wireframing /

Hi-Fi Prototype / Design System /

Information Architecture /

Persona / User Flow /

Storyboarding / Branding /

Accessibility Design

Research:

User Research / A/B Testing /

usability Testing / Qualitative &

Quantitative Research /

Competitive Analysis

Tools + Programming:

Figma / Adobe XD / Sketch /

Adobe Suite / Miro / Jira /

CSS / HTML5 / Python /

Java / JavaScript

Languages:

English / Mandarin

WORK EXPERIENCE

Michelin | Product Design Intern

Aug 2023 - Dec 2023

- Created UX revise plans and product approaches by analyzing performance data to improve **user engagement** w/ **1.1%** increase.
- Redesigned company mobile apps (Android & iOS) to improve user **retention rate** by **8.5%** and **task completion rate** by **4.6%**.
- Collaborated with PM, Marketing, Eng, Comm teams and agencies to launch campaign activities to enhance **user acquisition** by **2%** growth.
- Proposed **80+ UI/UX assets** & design system iterations by applying user-oriented design principle to meet Eng teams' technical updates.
- Led UX review of daily published content to advocate UX spirit and human-centered design principle.

Saint-Gobain Sekurit | UX Design Intern

Feb 2023 - Jul 2023

- Innovated **10+ UX solutions** to stakeholders to define business opportunities and product strategies.
- Redesigned in-car HMI & user flow by applying ergonomic tests to bring up **user efficiency** w/ **12%**.
- Conducted **20+ user interviews** w/ UX Researchers by generating scripts & defining testing problems to gather user feedback & pain points.
- Collaborated w/ PM, Eng, PgM, and Marketing teams to **define MVP scope** by analyzing user feedback and competitive landscape.
- Hold UX workshop to share design trends and advocate UX spirit w/ cross-functional partners.

Boehringer Ingelheim | UX Design Intern

Jun 2021 - Sep 2021

- Produced company mobile apps (Android & iOS) from scratch by leveraging Google Material Design System to bring up **daily active users** by **12.2%**.
- Proposed & iterated UX approaches by analyzing user pain points & needs to broaden business opportunities in an **Agile working environment**.
- Served as UX lead to strategize UX solutions for China International Import Expo 2021 to improve **user acquisition** by **4.8%** growth.
- Co-designed w/ Tech Lead to generate iterative UX plan to optimize recommendation algorithm to grow **retention rate** by **30%**.

SIDE PROJECT

Intel (Sponsored): Imaginaries of Work | Design Researcher & Curator

May 2022 - Sep 2022

- Innovated and presented future work environment solutions by collaborating w/ Intel Design Team in an **inclusive design process**.