YIJUN QIAN

UX Designer/Researcher
HCI Graduate Student in Drexel (Graduate date - Jun 2022)
2.5 years full-time experience in User-centric Services

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EXPERIENCE

UX Designer (Online Events)

Netease (NASDAQ: NTES) | Oct 2017 - Feb 2019 | Beijing
Netease, as one of the largest Internet and video game companies in the world, develops and operates PC and mobile games, and e-commerce platforms in China.

- Balanced user-centered, business goals, and engineer goals to shape product strategy. Performed analysis of user activities & data.
- Developed storyboard, wireframe and prototypes to communicate design ideas.
- Collaborated with cross-functional teams (PM, visual designers, front-end development engineers, QA team, sales, lawyers, and marketers) to design new web pages for online events.
- Designed web game, activities, or notifications to explore and implement effective growth channels through major events and traditional Holidays
  - Led a development group(14 people) and designed the Chinese New-Year theme online event within 45 days. The HTML5 web game attracted over 480k users who participated within two weeks. The number of daily active users on the platform were 10% higher than average.
  - Designed the World-Cup-theme online game. Achieved page views of the event over one million within a month; helped to bring in the advertisement revenue up to 3 million dollars (exclusive naming sponsor: Great Wall Motor).

UX Writer & User Operation, Online Events Designer

LePur Food Technology | Aug 2016 - Oct 2017 | Beijing
LePur, a fast growing FMCG company in China, was founded in 2014 by two Wharton graduates. As the third employee in the user operation team, I played various and important roles during their fast growth phase.

- Conducted both qualitative and quantitative user interviews and surveys and analyzed user data to implement improvement plans.
- Created user profiles and shared insights with cross-functional teams.
- Designed and implemented strategies and promotions via online events to increase conversions and sales.
  - Led and designed LePur crowdfunding website, which has accelerated product development speed two times than before.
  - Led and implemented customized package service for users to DIY their own yogurt package. Increased 6k new orders than the previous month. Becomes a value-added service on LePurwebsite.

EDUCATION

Drexel University
M.S in Human-Computer Interaction
Sep 2020 - Jun 2022

University of Delaware
English Language Institution
May 2019 - Apr 2020

Communication University of China, *B.A* in Animation Design
Sep 2012 - Jun 2016

SKILLS

Figma, Adobe XD
Sketch, Miro, Axure
Photoshop
Adobe After Effects
Adobe Illustrator
Storyboard
Adobe Dimension (3D)
Vectary (3D)
HTML, CSS
Python Basic
Design Thinking

RESEARCH SKILLS

User Interview
Usability Test
Heuristic Analysis
Competitive Analysis
Persona, Scenario
Qualtrics

AWARDS

2020
Drexel CCI Dean's Scholarship

2019
ELI Honor Student (UD)

2016
Animation Academy Awards of BFA

2016
Campus Entrepreneur(CUC)

Designer

Sisang Art Museum | Jun 2014 - May 2015 | Beijing

A Non-Profit Contemporary Local Art Museum in Beijing

- Designed digital & printed materials for exhibition and art fair campaigns.
- Assisted in showcasing Museum collections through Social Media.

Co-Founder & Designer

Pocket Money Art & Design Studio | Jul 2013 - Apr 2014 | Beijing

A design studio gathered 10 young aspiring college students in art major to offer small-scale fee-for-service to local community entrepreneurs. Studio's business included print/digital design, book cover, brochures, and computer animation.

- Led design team and planned design process.
- Communicated with partners and agents to understand user needs.

PUBLICATIONS

UX Collective — *Article Contributor/Writer*

The UX Collective is an independent design publication toward over 400k UX professionals all over the world.

- Post UX relevant articles on UX Collective monthly. Published two articles related to UX research methods:
  - *How to choose an appropriate UX research method*
  - *Guidelines of Persona.*
- Three thousand UX professionals have reviewed these articles.

LANGUAGES
Chinese (Mandarin)
English