

YUCHUN YANG

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ABOUT ME

I am a creative UX Designer with a **Master's degree in User Experience Engineering** from Goldsmiths University of London. With a passion for creating user-centric designs, I combine a solid background in **human factors**, **interaction science**, and **digital design** with hands-on **coding skills** to develop innovative and impactful user experiences. I bring hands-on experience across the **healthcare**, **retail**, **cultural**, and **manufacturing industries**, and dedicated to creating impactful and intuitive experiences.

EDUCATION

- MSc User Experience Engineering** 09/2022-09/2023 Goldsmiths University of London
- Module: Human Factors; Introduction to Research Methods; Computing the User Experience; Interaction Science; Designing Information and Services; Digital Sandbox
- BEng Packaging Engineering** 09/2016-07/2020 Tianjin University of Commerce
- Module: Computer Graphics; Computer-Aided Design; Food and Medicine Packaging; Package Decoration and Modelling Design; Color Matching etc.

SKILLS

- Design Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Miro, Cinema 4D, CAD
- UX Research & Testing: User interviews, surveys, usability testing, A/B testing, tree test
- Prototyping: Wireframes, interactive prototypes
- Front-End Development: HTML, CSS, WordPress
- Collaboration: Cross-functional teamwork, agile methodology, remote collaboration
- Other Skills: Information architecture, user journey mapping, visual design, accessibility standards

WORK EXPERIENCE

02/2024-now **UI Design Volunteer** - [Adesso Development Initiative](#) - Ebonyi, Nigeria (Remote)

- Website Design: Led the design and development of the organization's website using WordPress. This redesign led to a 15% increase in page views compared to the previous version of the website.
- Prototyping: Created 3 distinct wireframes and corresponding interactive prototypes for the website's homepage, each incorporating 5 different content sections to enhance user experience and engagement.
- Collaborative Design: Led regular meetings with team members to discuss design strategies, gather feedback, and collaborate on project milestones. Integrating feedback to align with project goals and improve the overall design and functionality of the website to deliver a user-centric website.

06/2023-now **WordPress develop Volunteer** - [REME Museum](#) - Wiltshire, UK (Remote)

- Accessibility Implementation: Built and carried out the website accessibility plan using WordPress, ensuring an inclusive and accessible experience for all users. Focused on compliance with WCAG 2.1 standards, like adding alt text for images.
- Usability Optimization: Conducted comprehensive usability tests, verifying the validity of all links and ensuring they open in appropriate contexts (e.g., new tabs when necessary).
- Collaborative Teamwork: Worked closely with three other digital volunteers using Google Meet for regular meetings. Collaboratively discussed project progress, design strategies, and implemented enhancements using Access to track progress, ensuring efficient project completion.

07/2020-11/2020 **Graphic Designer** - [Galanz](#) - Guangdong, China (On-Site)

- Graphic Design: Created promotional images for the Galanz-India official Instagram account, achieving approximately 300 views per post. Designed banners for the official website, which accumulated over 10,000 views during their one-month display period boosting online engagement.

Developed various marketing materials, including posters and brochures, using Adobe Photoshop (PS) and Illustrator (AI) to enhance product visibility and strengthen brand presence.

- Photo Editing and Product Visualization: Edited and retouched product photographs to meet high-quality standards for web use. Utilized Cinema 4D to create 3D product visualizations, improving the presentation of home appliances across digital and print media.
- Packaging Design: Redesigned product packaging using CAD software, Adobe Photoshop, and Illustrator, ensuring both functionality and brand alignment. Updated the transportation packaging for the Galanz - ToastWave product line, meeting both functional and branding requirements.
- Cross-Departmental Collaboration: Teamed up with nearly 100 team members across three Oversea Sales Departments (India, Vietnam, North America) and Product Development Department to ensure design consistency and alignment with marketing and product development goals, facilitating effective communication and successful project execution.
- Data Analysis: Analyzed website traffic data using SimilarWeb, providing insights that led to informed design updates and optimizations.

11/2023-now **Supermarket Assistant** - [Waitrose & Partners](#) - London, UK (On-Site)

- Provided Excellent Customer Service: Assisted a dozen customers on average daily with inquiries and product locations, enhancing customer satisfaction and developing strong empathy and communication skills.
- Collaborated with Team Members: Worked closely with colleagues to maintain smooth store operations, demonstrating outstanding teamwork and collaborative skills.

01/2023-10/2023 **Healthcare Volunteer** - [Outward Housing](#) - London, UK (On-site)

- User Research: Engaged with the 6 elderly residents at the healthcare centre to understand their needs and preferences, gathering feedback through conversations and observations to identify activities that would enhance their quality of life.
- Empathy and Communication: Provided emotional support and active listening, fostering strong relationships and trust with the elderly. Tailored activities based on insights gained from these interactions address feelings of boredom and isolation.
- Activity Coordination: Organized and facilitated weekly 2-hour activities, such as knitting and puzzles, specifically organized for the 6 elderly residents. Coordinated with 3 colleagues to plan and execute these activities, ensuring they were aligned with the elder's interests and abilities.

PROJECT

Enhancing Dental Care Communication for Non-Native English Speakers ([Learn More](#))

Year: 2023 | Duration: 7 months | Platform: Mobile | Role: UX Designer

- Aim: Improve communication for non-native English-speaking dental patients through a user-friendly mobile app.
- Key Activities:
 - Conducted user interviews, created personas, and mapped user journeys.
 - Designed and tested information architecture using tree testing.
 - Developed and validated Lo-Fi and Hi-Fi prototypes with task-based and SUS testing.
 - Implemented accessibility features.
- Results: Enhanced patient confidence in communicating healthcare needs and ongoing improvements based on user feedback and testing.

INTEREST

- Crochet, Badminton, Basketball, Cycling, Wooden Art, Painting, Muay Thai, Bouldering