YUFEI SU

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SUMMARY

I am a Dublin-based user experience designer with 2.5 years of experience. I got a master's degree in computer science with first class honours. I have a solid foundation in UX design skills and derive designs with data and business goal. I worked for a global e-commerce technology company and have experience working on projects for enterprises. I have the skills to work with cross-functional teams, and I'm passionate about emerging UX technologies and AI tools.

WORK EXPERIENCE

Associate UX Designer at Kargo Commerce

Jun 2022 - Aug 2023 | Dublin, Ireland

- Conducted research with 6 stakeholders on the existing Product to gather their feedback and pain points, to inform our design requirements, design concepts, and prototypes in alignment with the product's vision transformation.

- I collaborated with cross-functional teams to inform rounds of design iterations. I produced high-fidelity designs, following brand guidelines and using design system components, for consistency.

- I successfully led a project called "Performance Product Set," where I simplified the operational process, outlined clear steps to achieve goals, guided users, and collected crucial information.   This led to improved efficiency compared to the original process.

- Collaborated with the design lead to organize Research Sharing & Brainstorming Workshops, and showcased research data to ensure alignment across all stakeholders.   Supported the identification and communication of high-priority features through brainstorming sessions, helping the PM shape the product roadmap needed for the MVP release.

- Regularly shared work in-progress designs in the team's Slack channel and presented work in design critique meetings to gather constructive feedback. Communicated key suggestions to the PM and incorporated selected ideas into the design.

Testing Engineer at China Academy of Launch Vehicle Technology

Jul 2013 - Jul 2017 | Beijing, China

- I simplified complex testing requirements into operational procedures that even testing operators without a specific project background could understand. This ensured consistency with testers' operational habits, reducing training time for new project members, and indirectly shortening the project duration.

- During the test, I promptly notified stakeholders of any issues discovered, created reports, and using common terms to present on the errors at department meetings to keep everyone on the same page.

EDUCATION

Technology University Dublin

MSc in Computer Science

2020 - 2022

1st Class Honours

North University of China

BSc in Aircraft Manufacturing Engineering

2009 - 2013

SKILLSETS

Design

UX Design

Persona / User Journey Mapping / Information Architecture / Storyboards / Wireframe / Prototyping / Design System / Usability Testing

UX Research

Questionnaire Survey / User Interview / Competitive Analysis

Tools

Figma / Sketch
Adobe XD / Adobe Illustrator/ Photoshop

Coding

HTML / CSS / Javascript / Jquery / React.Js

QUALIFICATIONS

Google UX Design Professional Certificate

Udemy Psychology Driven User Experience and Web Design

UX Tree Product Design course (In progress)

PROJECT EXPERIENCE

Writer's app - Product Designer

Jun 2024 - present | UX Tree real-world project

This is a requirement from a real client we design a real app to increase writers' productivity and consistency. Key features including a file management, a word processor, a timer, goal settings, and a writer community. I work closely with design lead and another designer through the Double Diamond model to drive the UX and UI design process from concept to completion. Also established a design system to ensure component creation aligned with technical requirements.

- Work closely with Design lead and Co-designer to develop a user research plan based on the client's requirements and the product characteristics, including market analysis like competitive analysis, self-experience evaluation, and initial research around users to gather quantitative data. Conducted user research to uncover insights, support data-driven design decisions,

- Based on the research findings and design requirements, create user personas, scenarios and journey maps to help me build an empathy, outlining their goals and pain points. Then, reference the requirements document to develop the problem statement.

- Brainstorming and Identified opportunities for improvement at each step of the user journey and narrow them based on problem statements and technical technical constraints, shaping the use case and information architecture.

- Refer to research data, technical constraints, the problem statement, and information architecture to Develop wireframes, mid-fidelity, and high-fidelity prototypes, iterating through usability testing and expert reviews.

Shopping Tricks Finder - UI/UX Designer, UI Developer

Aug 2021 - Dec 2021 | Graduation project

Shopping Tips Finder is a Google extension to detect risk by highlighting dark patterns on shopping websites. Dark patterns, such as text, buttons, or images that are designed to mislead, obscure, coerce, and/or trick users into a particular choice, potentially resulting in financial loss or data breach.

- As a member of a 6-person team, I collaborated with the team's developers, data analysts, and project managers in a fast-paced environment.

- Initiated user experience research, gathering insights through 5 interviews and 1 survey. I recruiting participants and analyzed data from 60 real-world user questionnaires to understand pain points and validate user needs. The collected research data informed subsequent design decisions.

- Followed the design thinking process of Research, Define, and Ideation phases. Furthermore, I conducted A/B testing and usability testing on high-fidelity prototypes and MVP versions. After 5 iterations, the final design achieved an average user task completion rate of 90.6%.

- Experience with front-end development languages such as HTML, CSS, Gitlab and JavaScript allowed me to communicate effectively with developers, simulating the work environment to enhance project management and coordination within the group.

- Documented design outcomes, assist to design presentation slides, and presented reports weekly to three professors in class to share updates and stay aligned.