

Shuyi Shao

UX/UI Designer

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Experience

UX/UI Designer, Freelance

Jan 2021 – present, New York, NY

- Joined a side project with software engineers working at Meta to design a responsive website for Journey to Valley, an online blog and resource for prospective big tech software engineers.
- Solo designer in the team, worked closely with a frontend and backend engineers.
- Led end-to-end project execution, encompassing research, ideation, and branding. Crafted design system, annotated wireframes, and prototypes. Conducted usability testing and collaborated closely with developers to ensure seamless website implementation.
- Managed projects using the agile development framework.

Web Designer, Web Union LLC

Sept 2021 – Jan 2024, New York, NY

- Initiated a project that helped an intermediary company to optimize user flows for intuitive and accessible item/service searches from the homepage. Aligned with both user and business goals for enhanced usability.
- Created user flows to showcase the advantages of the revamped categorization. Conducted a site audit, produced Figma designs and mock-ups, and delivered presentations to the team.
- Crafted test plans and conducted usability tests via UserTesting with user researchers and presented test results with design solutions on website feature updates to our clients.

Web Designer, ETIC at New York Institution of Technology

March 2021 – May 2021, New York, NY

- Led and implemented on a Shopify e-commerce website for a start-up jewelry company, Mindless, delivered within a month. Worked in a fast-paced environment.
- Focused on creating end-to-end user flows and checkout process.
- Created logos, graphic design, product photos and video editing, and implemented homepage, about page, product listing page, product page, wishlist page, check out page and email confirmation. Had weekly meetings with the PM and the business owner.

Graduate & Research Assistant, New York Institution of Technology

Feb 2020 – Jun 2021, New York, NY

- Ran and assisted 5 virtual workshops and coached 50+ students from different countries. Topics included creating AR face filters in Lens Studio, creating a "Roll-A-Ball" game design project in Unity, crafting wireframes and prototyping in Figma.
- Managed and edited content of the department blog to provide more practical information to the end-user by using ExpressionEngine CMS.
- Created banners, profile images and logos for the social media branding of a National Science Foundation(NSF) project: Physics In a Flash.

Education

M.A. in UX/UI Design and Development, New York Institution of Technology

Jan 2020 – May 2021, New York, NY

- Graduated with Distinction (GPA 3.87/4)
- Specialized in Human-computer interaction, Responsive Design and Accessibility
- Graduate Scholar Award & Faculty Award

B.F.A in Fashion Design, Savannah College of Art and Design

Sept 2011 – Jun 2016, Savannah, GA

- Specialized in women's wear, textile manipulation and surface pattern design
- Selected Senior Thesis Collection for SCAD Fashion Show 2016 & SCAD Hong Kong Fashion Exhibition 2017
- 1st Place in the Abercrombie & Fitch Fashion Showdown, Team Leader, 2013

Skills

Design

Wireframing,
Prototyping,
Responsive UI,
Auto Layout,
User flows,
Mobile and Web design,
Accessibility,
Experience mapping,
Mockups,
Design System,
Graphic Design,
HTML/CSS

Research

User research,
Persona hypothesis,
Competitor analysis,
User Journeys,
Empathy Maps,
Site Maps,
Information Architecture,
Mental Models,
Test Plan,
Heuristic Evaluation,
Usability Testing,
A/B Testing

Tools

Design

Figma, Miro, InVision,
Sketch, Adobe Creative
Suite, Wix Studio,
Procreate, Unity, Spark AR,
Lens Studio

Research

UserTesting, Hotjar,
UserZoom Go, Qualtrics,
Google Forms, Microsoft
Office

Product / Project Management

Slack, Notion, Jira,
FigJam, Quip, Google
Sheets

"I'd love to learn more!"

