YUFAN JIANG

yufanjiang.com
jiangyufanzju@gmail.com
415.734.8196

RESEARCH

Competitor Research
Persona
Usability Testing
Eye-tracking A/B Testing

DESIGN

User Journey
Information Archetect
Rapid prototype
Interactive prototype
HTML/CSS

TOOLS

Figma
Sketch
Adobe Creative Suit
Principle
Wix

EDUCATION

California College of the Arts
MFA Interaction Design

Zhejiang University BFA
Industrial Design

SUMMARY

I am a multidisciplinary designer focusing on connected products, services, and interactive experiences. In the past 6 years, I have helped design and launch 7 mobile apps, (iOS & Android), a web app, a CMS platform, 5 web widgets, a TV App. My work has spanned many industries and verticles including:
🛍️ E-commerce, 🎞️ Livestream, 🎥 Short-form Video, 🎞️ Video Creation,💬 Online Community

EXPERIENCE

Lead product & UX designer

Firework | Oct 2018- Present

Firework is a business and customer-facing company dedicated to bringing short video and Livestream to the business customer on the open web

- Responsible for a cohesive and consistent user experience across the entire product ecosystem (6 products)
- Define customer requirements with the BD team and find solutions
- Collaborate with PM and engineers lead on the end to end design process, including Brainstorm, IA, UX, UI, and QA
- Oversee all design processes & work produced by the design team
- Instituted a design process and worked cross-functionally to implement it, resulting in improved product velocity and quality
- Designed and launched 4 native apps, 4 websites, and 2 SDKs that receive 32M weekly views across 400 publishers

Recurring product design consultant

Touchberry | Aug 2020- Present

- Perform market research, competitive analysis, and user interviews for products under consideration for further development
- Assist founder with development of new ideas based on trends in the marketplace
- Help develop tactics to solve strategic initiatives such as persona definition, new user acquisition, and user retention
- Attend weekly global team meetings and provide feedback that informs product development decisions
- Major projects included a widget creation tool (iOS 14 feature launch), a plant guide for new and aspiring plant owners, and VR plant recommendations