YIFAN SHI

TEl: 07514718378

yifan.Shi1010@gmail.com

Coventry (willing to relocate)

https://www.yifanshiuxdesign.com/

EDUCATION

MSc User Experience Design

Loughborough University

Main modules
- User Experience design
- User behaviour change
- Usability principle and practice

SKILLS

User-centric Design

Wireframes

Prototype

A/B Testing

Information Architecture (IA)

Stakeholder & User Interviews

Usability & Accessibility Testing

User Journey Map

High-fidelity Design

Empathy design

TOOLKITS

Figma

Adobe Creative Suite

Microsoft Office

Indesign

Miro & Canvas

Arduino

C language & Python

CSS

I am a User Experience Designer (UXD) with a specialisation in creating user-friendly mobile and web designs. My passion lies in incorporating psychology and UX principles into User-Centred Design (UCD) practices. My skill set includes user research, wireframes, prototypes, site maps, personas, and user analysis. I thrive on innovation and creativity, and I am driven to excel when faced with new challenges in the realm of user experience design.

WORK EXPERIENCE

UX Designer | Well Design Company, China   Jun 2021— Dec 2021

Designed a user-focused e-tour service for iOS, saving local government maintenance costs and boosting tourist numbers.
- Conducted user studies via interviews, questionnaires, and focus groups.
- Analysed secondary and primary data using Nvivo and SPSS to identify design opportunities efficiently.
- Created user journey maps to understand visitor behaviour at ancient sites and addressed tourism-related damage due to conservation awareness gaps.
- Developed prototypes using Figma, Illustrator and Photoshop for design testing and insights gathering.
- Collaborated with Front-end teams to implement practical feature settings.
- Conducted weekly presentations with design teams and clients to track design progress and ensure alignment.

G-CROSS Award: Designed to improve the visitor experience by balancing and satisfying curiosity while safeguarding buildings from tour-related damage.

Lecture assistant | HUST University, China   Oct 2020— May 2021

I supported undergraduate industrial design lectures, actively aiding the university by attending every class to know students' progress and using this insight to adjust the pace and quality of the teaching accordingly.
- Engaging in empathetic design through student-centred empathy maps and personas.
- Communicating effectively with students through group discussions or one-on-one conversations to grasp their learning situations and assist in problem-solving.
- Acting as a mediator between students and professors, fostering a conducive environment for teaching and learning.

INTERNSHIP EXPERIENCE

UX Designer | TPX Impact, UK   May 2023— Jun 2023

In a collaborative project between Loughborough University and TPX company, I led a team focused on reducing campus waste by 30% before 2025. My responsibilities revolve around user research data analysis, spearheading exploration into app functions based on in-depth research, and aligning these findings with UX design strategies. This involves understanding user needs, shaping intuitive user interfaces, and ensuring the app promotes sustainable practices in waste management on campus. (See design project)

UX Designer | GenGame   Dec 2022— Feb 2023

As part of our collaboration with GenGame Company to promote smart meter usage in UK households, my primary responsibility was leading the user research and feature definition phase. I meticulously analysed user data and crafted responsive features within the six-week project duration.

The core focus of our project was to develop a mobile app aimed at seamlessly integrating smart meters into households. My role involved ensuring that the app's design and features encouraged engagement from all family members, fostering effective energy-saving practices within homes. (See design project)