

SHUQI (MAGGIE) YAN

Product / UX Designer

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EXPERIENCE

Soltech LLC

Product Designer

July. 2020 - Present | Emeryville, California

- Identify and prioritize opportunities to improve usability and evolve the product
- Redesign SOLTECH & CALIVE website with consistent design system
- Develop the smart city solar lighting control system SaaS platform
- Work closely with product manager and marketing team to ensure the design requirements

HoneycombData Inc

UI/UX Designer

Aug. 2018 - July. 2020 | Santa Clara, California

- Built up the HCD design system
- Led the company website redesign project: optimized the information architecture and developed the wireframe of the new website. Increased conversion rate by 40% in 3 months
- Worked closely with PMs and Engineers to build new product infographics
- Define problem scope, conducted UX research, created wireframes and iterated based on usability testing, delivered hi-fidelity mock-ups for
- Bridge (Cluster Management UI)
- Website maintenance and content updating with html+css skills

Freelance Designer

Mar. 2019 - Mar. 2020 | Santa Clara, California

- Conducted user research and testing; Developed wireframes and task flows based on user needs
- Collaborated with developers to develop multiple branding projects, from website redesign projects to interface/app development

EDUCATION

Westcliff University

MBA in Multimedia

2019 - Present

Boston University

M.S. in Advertising

2016 - 2018

University of Colorado Denver

B.S. in Communication | 3.8 above

2012-2016

SKILLS

Design

Figma
Sketch
InVision
Zeplin
Adobe Creative Suites

UX Methods

Storyboard
Buyer Persona
Wireframe
Prototype
Journey Map

Research

Competitive Analysis
Survey / Interview
Affinity Diagram
Usability Testing
A/B Testing

Development

HTML / CSS
MySQL

Language

English
Mandarin