

# SHUANG YAN

## Product Designer

### EXPERIENCE

#### Product Designer | Antho

Dec. 2023 - Present

- Managed all design initiatives as the sole full-stack designer, including the development of mobile and web eCommerce platforms, with a focus on intuitive flows and product showcases to enhance conversions.
- Established a design system from scratch, unifying brand identity, typeface, and color palette to ensure product development aligned with business goals.
- Specialized in multitasking, managing workload prioritization, and executing rapid iteration and prototyping while closely collaborating with co-founders.

#### UX Designer | UX Rescue

Sep. 2023 - Dec. 2023

- Led a website redesign project for a nonprofit organization serving over 20K users, aimed at enhancing user engagement and optimizing metrics such as reduced bounce rate and increased page views.
- Facilitated stakeholder collaboration, prioritizing redesign scope by evaluating impact versus effort, refining landing pages and other key areas to improve user interaction and involvement.
- Created wireframes and high-fidelity prototypes for testing and conducted 7 user interviews to identify critical issues and improve user sign-up rates.

#### Designer | Richard Beard Architects

Oct. 2020 - July 2023

- Designed user-centric projects based on user interviews, surveys, and usability studies, translating insights into practical design solutions.
- Optimized website and platforms, leading to a 96% increase in subscriptions.
- Collaborated effectively with cross-functional teams for iterative improvements, balancing user needs with business goals, aesthetics, and functionality.

#### Product Designer | XR Lab@UC Berkeley

Feb. 2018 - Oct. 2020

- Designed and launched a WebXR project as a communication platform, from ideation to execution, garnering significant media exposure.
- Collaborated with engineering teams, utilizing 3D/2D software and Unity to develop new features, including user flows, profile setup, prototyping, scenes, component interaction, and multiplayer functionality.

[www.shuang-yan.net/uxd](http://www.shuang-yan.net/uxd)

[shuangy522@gmail.com](mailto:shuangy522@gmail.com)

510-710-6878

[linkedin.com/in/shuang-y](https://www.linkedin.com/in/shuang-y)

### EDUCATION

#### University of California, Berkeley

M.S in Architecture

#### Tongji University, Shanghai

B.Eng in Cross-Disciplinary Design

### CERTIFICATION

#### User Experience (UX) Certificate

Google UX Design Certificate

#### Graduate Certificate in New Media

Human-Computer Interaction

University of California, Berkeley

### SKILLS

#### UI/UX

Figma

Sketch

Adobe XD

#### Graphic Design

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

#### 3D

Unity

Rhino

ARKit

Spark AR Studio

#### Design

Interaction Design

Visual Design

Design Thinking

Agile Development

Wireframing

#### Programming

HTML & CSS

C++/C#

Java

Python

Affinity Mapping

Usability Testing

Rapid Prototyping

Illustration

Storyboarding