

Billin Yu

UI/UX Designer

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<https://billinyu.webflow.io/>

Work Experience

● UI/UX Designer @ FreshWorks Studio 09.2018 - Now

Working closely with project manager, business analyst, sales/operations and developers to ensure the deliverables are consistently impressive to the clients and thus win or extend the contracts.

Meanwhile, working with marketing department to provide design advice and graphic support.

- Website and Webapp Design: Hootsuite, ICBC, 51% Club, BC Registry Service, Voldemort, Intelage
- Mobile Design: Rove, GameOver Smoker, BC Federation of Students, Use Safer of Fraser Health
- Design for Social Media: banners of FB and Linked-in, blog posts on Medium, portfolio covers on Clutch
- Design for Events: Battle Snake, Design Thinking Workshop

● Level Designer @ Fire-point Interactive 09.2016 - 09.2017

Worked with game designer, UX designer and developers to improve the gaming and user experience in VR. Designed the level and crafted the environment. Managed 3D assets, art pipeline and documentation.

The projects I joined - 'Tooth and Claw' HTC Vive version released on Steam, and 'Big Spin Slots' GearVR version published on Oculus Store.

● UX Designer @ Center for Digital Media 09.2015 - 08.2016

Completed 3 industrial projects and 3 side projects, most of which were providing immersive experiences such as VR, AR and Installation. The devices we used were HoloLens, HTC Vive, Oculus Rift, and Kinect, and the development toolkit was Unity 3D.

● UI/UX Designer @ Nuance Communications 04 - 09. 2015

Designed VUI for the driving assistant. Responsible for user research, prototyping, visual design, and product test. Meet with Canadian team remotely to discuss the needs of customers and the vision of the product.

Education

● UX Design Full-time @ BrainStation

06.2018- 08.2018

● Master of Digital Media @ Simon Fraser University

09.2015 - 02.2017

● BA (Animation) @ Beilin University of China

09.2008 - 06.2012

Skills & Tools

- Web Design
- Mobile Design
- Brand and Visual Identity
- Research
- Rapid Prototyping
- Content Strategy
- Agile Development
- Sketch, InVision, Adobe Suite
- Principle, Keynote
- Wordpress, HTML, CSS
- Unity, C#, 3Ds Max