

HOWIE YUAN

Product designer

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SKILL

- User Research
- Market/ Competitor Research
- Information Architecture
- Wireframing & Prototyping
- Design System & Guidelines
- Useability Testing & Analysis
- Project Management
- Brand Strategy
- Business Strategy
- Design Thinking
- Storytelling

TOOL

- Adobe XD
- Figma
- Adobe Creative Suite
- Sketch
- Flinto
- Protopie
- Miro
- Procreate
- Jira
- Final Cut Pro

PROJECT TYPE

- SaaS
- Consumer Facing Products
- Business Facing Products
- Dual-Market Product
- Web-Based
- Mobile App
- Tablet App

LANGUAGE

- English- Fluent
- Mandarin- Fluent

WORK EXPERIENCE

04/2022 | Trufl Inc | Los Angeles, CA
08/2023 | **Lead UX/UI Designer**

- Managed and participated in the entire design process for Trufl Partner and Manager Apps (SaaS, mobile and tablet app) and Nothing's open (web-based, dual-market product), from initial **wireframing** and **flow diagrams** to **design system, prototyping, and high-fidelity mockups**, ensured consistent design language across multiple projects and improved overall product usability (**increase task success rate from 56% to 90%**)
- Created a new **branding guideline** and subsequently redesigned the Trufl websites in alignment with the new branding and enhanced brand consistency and bolstered company brand recognition
- Conducted comprehensive **user research** through **surveys, usability testing, and interviews** to inform design decisions and drive iterative design enhancements, resulted in user-centric solutions (**received an average rating of 4.68 out of 5 from 17 participants.**)
- **Led a team of 5 skilled UI/UX designers** and implemented Jira to streamline project workflows, optimizing communication, task allocation, and project timelines, resulted in timely delivery of projects
- Fostered **strong collaboration among cross-functional teams** to facilitate the seamless implementation of designs that met business objectives and technical constraints
- Introduced a **design thinking framework** and established a **weekly design training schedule** to enhance the team's creativity and problem-solving skills

03/2021 | Olive Tree People Inc | Santa Monica, CA
05/2021 | **Product Designer**

- Participated in wearable band design including **product, CMF and UI/UX design**
- Defined **persona** and **storyboard** through user research and interview
- Built product **3D model** in Rhino
- Developed **information architecture, wireframe, and high-fidelity mockups**
- Prepared **prototyping** for **user testing** and analytics to inform design decisions
- **Worked collaboratively** with other designers, engineers, and manufacturers

05/2021 | Jool Baby Products | Lakewood, NJ
11/2021 | **Industrial Designer**

- Designed four products **from concept to initial launch**, successfully **introduced these products to the market** (Amazon, Target, etc.)

11/2017 | Hisense R&D, Industrial Design Center | Qingdao, China
05/2018 | **Industrial Design Intern**

- Participated in **ideation, prototyping, and reviews** for four products and **launched one product on JD.com**

EDUCATION

09/2019 | MS in Industrial Design and System Innovation
01/2022 | **ArtCenter College of Design** | Pasadena, CA

09/2015 | BEng in Industrial Design with honors
06/2017 | **University of Liverpool** | Liverpool, UK

09/2013 | BEng in Industrial Design with honors
06/2015 | **Xi'an Jiaotong- Liverpool University** | Suzhou, China

08/2018 | International Certified Psychological Consultant
11/2018 | **American Professional Education Institute** | Remote