

Serena Sun

UXUI | Product Designer

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Work Experience

MagicDoor, Lead UX designer

Mar 2023 - Recent, San Francisco

- Spearheaded the design of 650+ dynamic UX screens across web, mobile, and bespoke apps for managers and tenants, steering 6 pitch rounds to secure \$350K in Angel investment.
- Strategically aligned design initiatives with business goals to drive success for a leading Property Management SaaS platform.
- Championed AI-driven innovation, navigating complex issues to deliver revolutionary features and functionalities.

Children's Creativity Museum, UX designer

Jan 2023 - Recent, San Francisco

- Conduct user research and user-testing to inform UX/UI design decisions and to improve the overall visitor experience; collaborate with cross-functional teams, to ensure successful implementation of design solutions.
- Lead the design of flagship program- Mystery Box Challenge (sponsored by LEGO), which will be scaled to implement in five other creativity museums across North America.

Asian Climbing Tribe, UX designer

Jun 2022 - Dec 2022, Remote

- Closely collaborating with the organization (ACT) that operating in New York with a reach of 2000+ members to uncover product strategies for online experience.
- Conducting analysis on their MVP product to propose usability improvements and alignment with brand guidelines.
- Delivering full responsive website UX design and mobile product.

SQLA, Product designer

Jan 2022 - Aug 2022, Brea, CA

- Helped SQLA to design the responsive website "Back to Garden", an landscape product design& fabrication commercial website.
- Performed user researches, lo-fi/hi-fi wireframing and prototyping, iterated design accordingly.
- Coordinated a cross- functional team (PM / Web developer /Social media manager/ other stakeholders) internally and took charge of presentations.

OSD, Landscape architecture designer

Jan 2021 - Jan 2022, New York, NY

- Contributed with the development of 30+ projects from ideation, concept exploration, digital strategy and solution execution for the design of parks and services.
- Incorporated 3D modeling into design decisions, resulting in improved and significant design creations.

Education

California College of the Arts

Mdes. Human Computer Interaction

| 2022-2023 | San Francisco, CA

Rhode Island School of Design

MLA | 2017-2020 | Providence, RI

Brown University

Mix-Reality Study in CS | 2019 | Providence, RI

Nanjing University of Tech

BLA | 2013-2017 | Nanjing, China

Certificate

Google UX Design Certificate

Skills

Design : Illustration & User Interface | Strategy & vision presentation | User flows | Concept sketches | Wireframe & Prototyping | Mock-ups | Style guides & pattern library | Slot components & variants

Research : Field studies & User Interviews | Task analysis & persona hypothesis | Cognitive Study | Journey mapping

Tool set : Figma & Sketch | HTML & CSS | Javascript | Adobe XD & Adobe Photoshop, Adobe Illustrator, Adobe Indesign | Arduino uno & processing | Unity & Unreal Engine | Rhinoceros | Blender | Lumion | Microsoft Office / Freehand Sketch

Collaboration : Organizing workshop | Facilitating design critique | Group brain-storming | Design Iteration