Jingyi Hua

User Experience Designer

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Professional Experience

MyKey Global Accomodations, Founding Product Designer
July 2024 - Present | Toronto, On

Led the end-to-end design of a new booking mangment system, improving API integration and internal workflow efficiency

Redesigned the insurance partner booking flow, increasing conversion to 90%+ and cutting completion time by 12 minutes

Delivered 0-to-1 design solutions for projects including folio mangement overhaul, conversational AI, and data quality

Coupa Software, UX Designer
August 2022 - June 2023 | San Francisco, CA

Created Coupa procure-to-pay experience to help shorten users' task completion from days to hours used by 250 customers in 40 countries

Partnered with product management and other key stakeholders in a cross functional team to define requirements and enhance user experience

Teamed up with researchers and lead research initiative for discovery and design direction validation for improving the user workflow

IntelliCentrics, UX Designer
May 2020 - February 2022 | Dallas, TX

Led design by facilitating stakeholder interviews, user interviews, prototyping and testing

Collaborated with researchers, developers, product managers to ensure that goals and requirements are met

Delivered company's revenue goal with four months of launching the internal healthcare system

Essilor USA, UX Designer
April 2019 - February 2020 | Dallas, TX

Conducted a content audit of the existing site and developed site maps, Information Architecture, and high fidelity mockups for the Essilor R&D Lab website

Researched design strategies to provide strong brand identity and also to ensure users are presented with comprehensive information on a website with a robust set of browsing filtering option

Designed Personas, content layouts, user Scenarios, customer Journey maps, Interaction Models, Prototypes, and Case studies

Education

Centennial College
Postgraduate in Interactive Media Management
September 2023 - August 2024 | Toronto, Canada

The University of Texas at Dallas
MA in Emerging Media and Communication
January 2017 - December 2018 | Dallas, TX, USA

Skills

Research:
- Usability Testing
- Heuristic Evaluation
- Contextual Inquiry
- Cognitive Walkthrough
- User Research
- Statistical Analysis using R and SPSS
- Surveys & Interviews
- A/B Testing
- Remote Testing
- Ethnographic Field study
- Card Sorting

Design:
- Interaction flow map
- Personas & Scenario
- Wireframes & Mockups
- User-centered design
- Information Architecture
- Strategy & Vision presentations
- Style guides & Pattern library

Prototyping:
- Rapid prototyping using Figma or Adobe XD
- Modular Flow with HTML/CSS/JS/Node
- Graphical Sketches with processing

Collaboration:
- Organizing Workshops
- Empathy Exercise
- Detail Oriented