

JINGYI HUA

User Experience Designer/Researcher

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Professional Experience

Coupa Software, UX Designer

August 2022 - 2023 October | 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 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 - May 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/CX 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 be 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

Co. Marketing & Consulting, UX Designer

May 2018 - August 2018 | Dallas, TX

Redesigned the organization's brand experience with a user-focused approach identity and curated UI framework with User Behavioral and Accessibility guidelines

Designed company branding book in multiple languages and created interactive web designs to enhance their online presence

Conducted User Research to improve the usability of the website through Persona Workshops, Empathy & Journey Mapping, Competitor Benchmarking, Wireframing, and User feedback

Education

The University of Texas at Dallas

MA in Emerging Media and Communication

January 2017 - December 2018 | Dallas, TX, USA

Emporia State University

BA in Theater

August 2013 - August 2016 | Emporia, KS, 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 InVision or Adobe XD
- Modular Flow with HTML/CSS/JS/Node
- Graphical Sketches with processing

Collaboration:

- Organizing Workshops
- Empathy Exercise
- Detail Oriented