

Jingyi Hua

User Experience Designer/Researcher

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Professional Experience

MyKey Global Accomodations, UX Designer

April 2024 - Present | Torrance, CA

Designed a 0-to-1 Booking Management System consolidating 12+ internal workflows-cutting adjuster review time by 30% and drastically reducing support calls.

Built an ALE Dashboard & Spend Simulator to forecast costs and improve SLA compliance for adjusters.

Reimagined policyholder hotel booking flow, reducing completion time by 12 minutes and boosting conversion above 90%.

Coupa Software, UX Designer

August 2022 - October 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 - May 2022 | Dallas, TX

Facilitated design sprint to align priorities across stakeholders, minimizing delays and incorporating engineering input earlier in ideation.

Redesigned fragmented credentialing workflows into a streamlined digital system, improving compliance tracking and reducing manual administrative effort for healthcare facilities.

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 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

The University of Texas at Dallas

MA in Emerging Media and Communication

January 2017 - December 2018 | Dallas, TX

Emporia State University

BA in Theater

September 2013 - August 2016 | Emporia, KS

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