Xuru Yuan
UI/UX Designer

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Portfolio: www.thexyuan.com
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Work Experience

EDSA // Associate
Feb 2019 - Present, Fort Lauderdale & Remote

- Focusing on user-centered design principles to create unique and intuitive human scale landscape spaces.
- Led and assisted in projects of all phases from conceptual design through construction documentation.
- Management of design budgets and scheduling from the beginning to completion.
- Development and presentation of various scaled project design deliverables to clients and collaborations with consultants from multiple disciplines.
- Strong graphic communication skills in hand sketch, digital graphics, presentation, 3D modeling, and rendering.

Benten Technology // UX Designer
Oct 2021 - Dec 2021, Remote

- Conducted user research and usability testing to identify user experience problems of the mobile app.
- Accomplished feasible solutions to improve interactive design, visual hierarchy and interface typography.
- Designed a new interaction concept and developed high fidelity wireframes to engage and enhance user's experience.
- Coordinated with clients and team designers on a daily basis to communicate ideas, facilitate discussion, and solicit feedbacks.

Magnet Protocol // Design Director
Jun 2021 - Oct 2021, Remote

- Created visual design prototypes and developed solutions for a startup company website.
- Conducted branding design including logo, style guide, digital graphics, business cards, and presentation templates.
- Demonstration of design in various programs such as Figma and InVision, with exportable assets to be used in the construction of the products.
- Worked closely with the startup leadership and the engineer to build and launch the branding items including the website, medium page, and twitter page.

Skills

Design: Solution ideation, user story, sitemap, user flow, card sorting, sketch, wireframing, wireflow, mood board, style guide, high fidelity design, prototyping, iteration, usability testing & report

Research: Secondary research, Heuristic analysis, screener survey, interview, affinity mapping, empathy mapping, persona

Tools: Figma, Adobe XD, Miro, Invasion, Photoshop, Illustrator, InDesign Lightroom, After Effects, Auto CAD, Civil 3D, Arc GIS, Rhinoceros, Sketch Up, Lumion, Enscape

Languages: English, Mandarin Chinese

Education

Springboard
UX Certification
Feb 2021 - Dec 2021

Cornell University
Master of
Landscape Architecture
Aug 2016 - Dec 2018

University Of Connecticut
Bachelor of Science in
Landscape Architecture
Aug 2012 - May 2016