

Elva Fu

UX/Product Designer

with an interdisciplinary perspective and excellent communication skills

Contact

www.elva.design

(973)-722-9123

elvafy7@gmail.com

[linkedin.com/in/yifan-fu](https://www.linkedin.com/in/yifan-fu)

Competency

User Research

Rapid Prototyping

Product Design

Project Management

Public Speaking

Data Analysis

UX Methods

Contextual Inquiry

Survey Design

User Persona

Journey Map

Service Blueprint

Storyboarding

Wireframing

Usability Testing

Interface Design

Tools

Sketch / Figma

InVision / Principle

HTML / CSS / JavaScript

Matlab / SPSS

Arts & Crafts

Illustration

Ceramics

Stamp-making

Polymer Clay

Education

Carnegie Mellon University, School of Computer Science

2018 - 2019

Master of Human Computer Interaction | GPA: 4.08/4.3

Claremont McKenna College

2014 - 2018

BA in Psychology, BA in Philosophy | GPA: 3.87/4.0

Honors: Summa Cum Laude, Phi Beta Kappa, Psi Chi, WPA Rep, Social Innovation Fellow

Selected Projects

Product Designer & Project Manager | Fuse x CMU

Led a team of 6 to create a desktop tool for content creators to manage information. Conducted survey, contextual inquiry, and speeddating to inform product design and pivots; took the design from wireframe to functional prototype based on user feedback.

UX Researcher & Designer | CMU Enrollment Service

Led a team of six to redesign student onboarding and class registration experience, using various research methods. Solution currently under review for implementation.

UX Researcher & Service Designer | AEO Innovation x CMU

Researched the current landscape of AEO and designed a digital solution to re-position AEO for better brand recognition and sales in the overseas market.

Experience

User Experience Researcher | Google

May - Dec 2019 • Mountain View, CA

Conducting research and analysis on advertisers' perception of Machine Learning in the fully automated App Campaign. Working with Product Managers and Designers to lower customer churn rate and improve product usability.

Product Designer & Owner | Panopath Education Technology Inc.

Dec 2016 - Aug 2018 • Remote

Designed and shipped an app serving 20,000+ students applying to U.S. colleges. Managed a core team of eight to create and deliver 5 personalized consulting services, reached 300+ clients, and generated \$50,000 in revenue within 6 months.

Social Innovation Team Lead | CMC Kravis Leadership Institute

Sep 2015 - May 2018 • Claremont, CA

Trained and managed a team of 16 students to deliver 30+ Leadership and Social Innovation programs annually, created measurements to track program impact.

Marketing & Customer Success Intern | NovoEd Inc.

Aug - Dec 2016 • San Francisco, CA

Collected data on the EdTech industry, 400+ target organizations and 1000+ leads. Led the effort to update 260+ help articles to guarantee smooth product release.