



# Serafina Yu

Digital Product Designer

[www.serafinayu.design](http://www.serafinayu.design)

serafina@serafinayu.design

+86 13686494334

Los Angeles, CA

## EXPERIENCE

2021/01 - 2021/04 | 3 months | Guangzhou, Guangdong, China

### NetEase Youdao - Design Operations Intern

- Responsible for packaging and manual production of Dictionary Pen 3 and Pocket Printer overseas. Design for both 2B & 2C publicity materials and the e-commerce website of Youdao Smart Devices.
- Responsible for email direct marketing and related operations on Instagram & Facebook, promote public relations with KOL and distributors, and actualize revenue growth with a healthy cash flow.

2020/09 - 2020/12 | 3 months | Shenzhen, Guangdong, China

### TCL FFalcon - Interaction Design Intern

- Assist PM analyze user value and market competitiveness, define features and interactions on each node of the process flow, generate product demos in Axure, and output the PRD file.
- Participate in the User Research for a game product, define methodology and personas, analyze interview data, setup quantitative research, generate insights on future trends, and do the sumup.
- Participate in the management of a PGC product, follow up DAU/MAU with the actual user value and key operation factors, and explore revenue growth methods.

2019/08 - 2020/03 | 8 months | Online

### Panopath Education and Technology - Freelance Designer

- Illustrate and compose tweets for its WeChat account, receiving over 20k views and over 200 shares.
- Design for textbook layout as well as mass produced public propaganda.

## EDUCATION

2019/09 - Present (Anticipated Graduation: 2022/12)

### ArtCenter College of Design - B.S in Interaction Design | DS & Business Minors

- Bachelors of Science in Interaction Design with GPA: 3.844/4 and \$5000 scholarship per term.
- Co-Founder & VP of Creative Coding Club in ArtCenter - Help students build up actual prototypes.
- Member of ArtCenter CSA - Organize, operate, and manage transdisciplinary academic meetings.

## PROJECTS & CERTIFICATES

2020/06/22 - 06/24 | 3 days | Design Challenge

### Adobe College + Netflix Creative Jam

<https://xd.adobe.com/view/9bbac92c-0ccc-4326-b12d-39311f9f019e-ccc9?fullscreen>

Description: "Babble" is a computer app that movie lovers can browse video content, share comments, and better communicate with each other worldwide.

2020/04/10 - 04/26 | 2 weeks | Design Challenge

### Adobe + The Ocean Agency Creative Jam

<https://xd.adobe.com/view/ae51b29b-c07b-4cb6-6b50-3c562a49a237-d860/>

Description: An immersive mobile website that engages people in supporting ocean protection and appealing climate change via Photoshop Camera and Adobe Sign.

HarvardX Verified Certificate - Issued in Jan 2021

### CS50's Introduction to Computer Science

Valid Certificate ID: c722ae14a398551aa8c4be88074b992a

LinkedIn Learning Path - Issued in Oct 2020

### Improve Your UX Design Skills

Certificate ID: AZJVQrcyJ4E2pXIUslEIVclv6jeb

Google Digital Garage - Issued in Sep 2020

### The Fundamentals of Digital Marketing

Credential ID: 2GS 2SC NAS

## SKILLS

Industry Knowledge

Interaction Design

Design Prototypes

UXR + UXD

Product Management

Tools & Technologies

Adobe Creative Cloud

Axure / Visio

Sketch / Figma

Principle / Flinto

Cinema 4D / Blender

HTML / CSS / SQL

UE4 / Unity 3D

Spark AR Studio

Languages

English (Fluent)

Mandarin (Native)

LinkedIn <https://www.linkedin.com/in/serafina-yu-68401a17b/>