JINGYUAN FANG

A UX designer with 3+ years of industry experience

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CAPSTONE PROJECT

Product Designer @EKTO VR Startup

Jan 2023 - Present, Pittsburgh

- Designed a mini walking **tutorial** from scratch for **new users** on EKTO VR boots platform to improve usability and introduce products & services for EKTO VR.
- Completed **7 rounds** of usability testing with **40+ users** to improve product engagement and prevent additional motion sickness in VR.
- **Led a cross-functional team** of 6 members and implementing agile development to to manage the design process and **prevent scope creep**.

UX/UI Designer @La MaMa Theatre

Aug 2022 - Dec 2022, New York City

- **Launched placards with 5 web-AR experiences** to the La MaMa Theatre archive in Jan 2023 to boost user acquisition and engagement.
- Communicated with **7 stakeholders** to promote the historical value of archival items and designed **AR digital solutions** to improve share feature engagement.
- Created **15+** high-fidelity prototypes via Figma to create UX assets for the MVP launch and support usability testing to gather user insights.

UX Designer @Games For Change Festival

Jan 2022 - May 2022, New York City

- Innovated a web-based **3D interactive** experience powered by **Unity** as a selected winning work presented in 2022 Change Festival.
- Produced a **gamification** social event by utilizing the **transformation design** framework to cultivate an eco-friendliness spirit in fast-fashion shoppers in NYC.

WORK EXPERIENCE

Research Assistant @Oh! Lab, HCII, CMU

May 2022 - Dec 2022, Pittsburgh

- Researched **30+ asymmetrical games**, conceptualized **5 prototypes**, and designed a speculative game to study Human-Machine Teaming. (📄 FDG 23 Paper)
- Conducted **literature review** on AI agent task performance data and defined game mechanism to methodize tests.

UX Design Intern @Netease Games

Sep 2020 - Jun 2021, Hangzhou

- Served as **launch contributor** of Wangchuan, a turn-based mobile game, to help the product team acquire **5 millions+** signups within the first 2 weeks of launch.
- Conceptualized game design approaches to stakeholders by generating **80+** wireframes and **20+** clickable mockups by using Adobe XD in a time manner.
- Handed off UX mocks and provided design **guidelines & annotation** to engineers.

Visual Design Intern @Tencent

Nov 2019 - Feb 2020, Beijing

- Assisted the UX team in creating a **design system** for age rating display featured by **200+** times in the Tencent product ecosystem.
- Managed design system and proposed design **elements & components** to ensure product scalability.

EDUCATION

Carnegie Mellon University

Master of Entertainment Technology
Aug 2021 - May 2023(expected), Pittsburgh

Relavant Course :

Service Design, Persuasive Design, User-Centered Research and Evaluation, Interaction Design Overview

Beijing University of Technology

Bachelor of Industrial Design, Minor in Robot Engineering
Sep 2016 - Jun 2020, Beijing

CERTIFICATION

Google UX Design Certification

Apr 2022 - Aug 2022, Coursera

IxDA Student Design Charette

April 12- April 20, Selected Certification

SKILLS

Design

Mobile App Design / Responsive Web Design
Human-centered Design / Accessibility Design
User Experience Design / Rapid Prototyping
Sketching / Wireframing / Design System
Persona / Storyboarding / User Interface
Service Design / Gamification Design

Research

Contextual Inquiry / User Interviews / Think Aloud / Speed Dating / Journey Mapping
Service Mapping / Affinity Mapping
Competitive Analysis / Usability Testing

Tools

Figma / Adobe XD / Miro / Protopie / Adobe Creative Suite / Maya / Unity 3D / Unreal 4
Arduino, C# / HTML, CSS