

YINGCONG (JUNE) FU

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Experience

UX Strategist | TOP Network

Sunnyvale, CA | Aug. 2018 - present

- Apply UX design principles to conduct qualitative and quantitative research to execute UX strategies for products including Testnet, Mainnet, DApps, Staking campaign, a cryptocurrency wallet and exchange
- Collaborate closely with engineers, product managers, designers and marketing managers prototype and create mockups of the company website, mobile Apps and internal developer tools for usability testing. Gather and analyze data from research, A/B testing and usability testing to synthesize insights for content and UX design
- Collaborate with C-level leaders to identify and frame problems, and conduct innovative UX strategies to drive the company growth

UI/UX Designer | EVVEMI

San Francisco, CA | June - Aug. 2018

- Conducted door-to-door user research and usability testing to identify user behaviors and targeting markets for the data-driven platform to match hairstyle artists and clients with customized needs
- Ideated user journeys including onboarding, match and checkout process, and designed the first mockup for desktop and mobile
- Collaborated closely with developers to implement the first version of EVVEMI website and made iterations before the initial product launch

Market Research Associate | Netpop Research

San Francisco, CA | Dec. 2017 - March 2018

- Designed surveys through tools like Google Forms and SurveyMonkey to conduct quantitative (survey methodology, data analysis, correlational research) along with quantitative (interviews, focus groups, field studies) studies to understand brand awareness, product performance, competitor landscape and user behavior of Google products (Maps, C-Suite, Express, etc.) in a global, multi-wave scope
- Interpreted insights by using Excel, SPSS, SQL and produced reports via data visualization by Tableau and D3
- Delivered reports to stakeholders to assist them in the go-to-market decision-making process

UX Researcher | VSCO

San Francisco, CA | June – Aug. 2017

- Conducted user-centric design research through stakeholder interviews, participant recruitment, user interviews, participate design and competitive analysis to innovate strategies on how to leverage the content and engage users through offline events to drive product user growth on the latest version of VSCO product
- Presented a report with research methods, key findings and suggestions on the event section of VSCO mobile App to stakeholders, which was applied to develop a new version of product that achieved over 20% growth

Education

General Assembly

User Experience Design
San Francisco, CA
March - May 2018

Northwestern University

M.S., Digital Journalism
Evanston, IL
Sept. 2016 - Aug. 2017

Nanjing University

B.A., Journalism and Communication
Nanjing, China
Sept. 2012 - June 2016

Skills

Design and Wireframing

Adobe Creative Suites
Sketch
Principle
Balsamiq
InVision
Zeplin

Front-end Development

HTML/CSS
Javascript
Git

Data Analytics and Visualization

Python
R
SQL
D3
Tableau

Quantitative Research

Survey Design
Data Analysis
Competitor Analysis
Secondary Research

Qualitative Research

User Interview
Field Study
Participant Design
Usability Testing