

Yifan Deng

UX designer based in PIT, PA
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Education

Carnegie Mellon University
2019 - expected 2021, Pittsburgh PA

Master of Entertainment Technology, specialized in human-computer interaction
Relevant courses: User-Centered Research and Evaluation, Data Visualization

South China University of Tech
2015 - 2019, Guangzhou, China

Bachelor of Engineering in Industrial Design, specialized in product design
Relevant courses: Interface Design, Web Development

Experience

Microsoft
User Experience Design Intern
2021, Beijing, China

- Worked with the Bing search team to define the experience and inform decisions for Microsoft Start launched in Sep 2021
- Owned the design process for search-related features, including instant search, camera search, and search history management process
- Created 50+ high-fidelity wireframes and 10 interactive prototypes, leveraged learning from research and data from past user behaviors
- Earned more than **75% positive feedback** from users by participating in the A/B testing with PMs and Devs

Alibaba, No.1 E-commerce in China
User Experience Design Intern
2020, Hangzhou, China

- Improved the online-shopping experience of Taobao (the No.1 E-commerce platform in China), which impacts more than **500 million users**
- Conducted 10 in-depth interviews and user research to contribute key insights that leveraged the User-Generated Content to attract customers
- Balanced the business goal with user needs by pitching multiple design sprints with cross-functional teams

OH Lab, HCI Institute, CMU
Researcher & Producer
2020, Pittsburgh, PA

- **60% research and 40% team management** on the development of a hybrid mobile - desktop sound collection system with 8 members team
- Initiated and built up the evaluation strategy for system efficiency
- Helped build the alignment with designers and developers on the product roadmap

Projects

August Wilson Cycle- Commemorate Black American PlayWriter
Product Designer
2020, CMU ETC

- Worked closely with client August Wilson House organization and stakeholders to transform the historical content into an educational AR mobile experience
- Led the UX design process, including ideations, creating wireframes, uncovering how users get engaged with the interactive storytelling
- Conducted remote testing with 85 participants on Maze to gather user feedback

Building Virtual World
Product Designer
2019, CMU ETC

- Built up 6 immersive experiences on AR/VR platforms which attracted more than **100+ viewers** during the ETC festival
- Implemented projects successfully through prototyping, development and collaboration with artists and programmers
- Maintained strong team dynamics among members from varied creative perspectives and different backgrounds
- Designed interactions and game mechanics

Skills

Design
User Research, Storytelling, Data Visualization, Rapid Prototyping, Usability Testing, Visual Design, Wireframing, Interaction Design, Motion Design, Typography

Tools
Figma, Sketch, Invision, InDesign, Flint, Principle, After Effect, Photoshop, Illustrator, InDesign, Keynote, Autodesk Maya, Unity

Development
Python, JavaScript, HTML/CSS