



# YUXIN FAN (SHELLEY)

UX Designer

UX | Psychology | Consumer Audio



## PROFILE

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- Behance: <https://www.behance.net/shelleyfan>
- LinkedIn: <https://www.linkedin.com/in/yuxinfan21>



## EDUCATION

### Claremont Graduate University

Claremont, CA Dec 2021

Master of Arts in Applied Cognitive Psychology,  
User Experience concentration

### University of California, Santa Cruz

Santa Cruz, CA June 2018

Bachelor of Arts in Psychology,  
Intensive Psychology concentration



## DESIGN PROJECTS

### BigArm - a curbside pickup app Jan 2020 - June 2021

Designed a curbside pickup app that allows users to place online orders and pickup from the stores without getting off the car.

Conducted market user research and competitive analysis for benchmarking.

Developed wireframes and an interactive high-fidelity prototype for the app design.

### Redesign SomeCrust Bakery App Jan 2021 - Sep 2021

Designed a online ordering mobile app for a local bakery shop so that customers can browse all products, register as store members, and gain rewards points towards future purchase.

### Redesign PeerAssessment.com Jan 2021 - Sep 2021

Redesigned website UI for an online evaluation platform that supports peer evaluation between students or project teammates.

Conducted five usability testings including one-on-one moderated interviews to understand user behaviors, needs and goals.

Created wireframes and an interactive high-fidelity mockup.



## PROFESSIONAL EXPERIENCE

### UX Designer

Sound United, Carlsbad, CA Jan 2022 - Present

Created wire-flow for integrating a new Music Service Provider (MSP) on a music streaming and controller app.

Created the low-fidelity wireframe for a companion app of a new subwoofer model.

Created 5+ interactive prototypes for a version update of a music streaming and controller app.

Created 3 interactive prototypes for a new subwoofer model's internal testing and reviewing.

Conducted competitive analysis of comparing similar hardware products or MSPs in the market with company products.

Conducted 10+ usability tests on UserTesting.com for in-progress developing features.

### UX Designer & Researcher - Internship

PeerAssessment.com Jan 2021 - Sep 2021

Conducted five usability testings including one-on-one moderated interviews to understand user behaviors, needs and goals.

Redesigned the overall web UI to improve intuitiveness, simplicity and smoothness use of the website.

Created new wireframes and an interactive high-fidelity prototype.

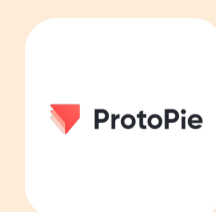


## SOFTWARE SKILLS



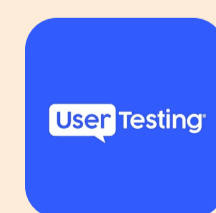
Figma - a UI/UX design tool

- low-fidelity wireframe
- rapid prototyping
- information architecture
- UI spec
- UI library



ProtoPie - interactive prototyping tool

- produces the "look & feel" prototype for hardware development
- interactive prototype on all types of device screens



UserTesting - user research tool

- usability testing (moderated & unmoderated)
- survey & questionnaire
- interviews



Overflow - user flow and deliverable presentation tool

- wire-flow (wireframe + user flow)
- produces deliverables that can share across teams and exchange feedback



Adobe XD - a UI/UX design tool

- low-fidelity wireframe
- rapid prototyping
- information architecture