Xiaosu Yu
Product Designer

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Education

Parsons School of Design New York, NY
Master of Fine Arts 09/2019 - Present
Major: Design and Technology
GPA: 3.61

Rhode Island School of Design Providence, RI
Bachelor of Fine Arts 09/2015 - 06/2018
Major: Industrial Design
GPA: 3.63

Experience

Grow, getgrow.io New York
UI/UX Designer 01/2019 - 06/2019

• Analyzed the UX patterns of the original prototype, conducted user research based on the existing product and created new user flows, wireframes and mockups for the development team to implement.
• Led brand identity design for Grow, including new logo, marketing materials, and the redesign of the product landing website.
• After releasing new redesigns for Grow, featured in the Slack App Store as "New and Noteworthy", increased total user base on Grow from 670 to 10,000 users.

Home Studios New York
Industrial Design Intern 07/2018 - 10/2018

• Assisted the Director with Home Studios' experimental project in furniutre, decor and apparel design.
• In charge of creating interior and product renderings for client presentation.
• Gained experience in sourcing and working with local manufactures.

Loft, LLC Providence, RI
Design Intern 01/2018 -03/2018

• Conducted competitor research for a portable label printer client, completed a detailed report on physical products, user flows and user experience with mobile applications on five major competitive products.
• Participated in the UI design for Lifeprint printer, presented multiple concepts on loading screen animation to the client.

Skills

Adobe XD	Figma	Photoshop	HTML
Sketch	Origami Studio	Unity	CSS
Invision	After Effects	Rhino	JavaScript
Principle	Illustrator	Keyshot	C#

Language:
English • Chinese (native)