

# Eureka (Yanfei) Du

Product Designer Elevating User Experiences with Visual Interaction, Empathy, and Innovation.

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## EXPERIENCE

### UX Designer • Trusli *Aug 2023 - Present, Virtual*

- Currently designing a new procurement management tool for Lucid Motors' internal globalized supply chain team to enhance collaboration with suppliers and optimize procurement tracking.
- Led full-cycle development of B2B SaaS legal playbook's search and filter feature, achieving a 53% increase in the speed of contract review and approval processes.

### UIUX Designer • EST Media *Sep 2021 - Nov 2022, New York*

- Conceptualized, designed, and launched OP3N, an all-in-one mobile app and responsive website with e-commerce and community functionalities.
- Acquired 6,000+ users in the first month of launch, with a 5% conversion to paying users.
- Developed a comprehensive design system to enhance accessibility and documented design details, achieved a 40% reduction in design iteration cycles.
- Designed interactive roadmap websites for multiple NFT launch sales, resulting in a remarkable 70% increase in OP3N's traffic.

### UX Design Intern • RAIN *Jul 2021 - Oct 2021, Virtual*

- Created a built-in voice assistant that significantly improved work efficiency for DeWalt's core construction audience and workrooms.
- Collaborated closely with cross-functional teams to ensure the refinement and deployment of functionalities.

### UX Design Intern • Labbrand Group *Jun 2019 - Aug 2019, Shanghai*

- Redesigned Shopify's Chinese website interface, contributing to a 60% increase in business users.
- Collaborated with marketing teams to formulate effective strategies and competitor analysis for design pitches.

## EDUCATION

### University of Washington - M.S., Technology Innovation, HCI Focus, GPA: 3.9

*Sep 2022 - Mar 2024, Seattle*

### Pratt Institute - BFA, Communication Design, Graphic Design, GPA: 3.8

*Aug 2017 - May 2021, Brooklyn*

## SKILLS

Visual Design, Graphic Design, Design System, Problem Solving, Wireframing, Prototyping, Information Architecture, Data Analysis, Accessibility Design, Interaction Design, Motion Animation, Video Editing, Responsive Design, Storytelling, Journey Mapping, Usability Testing, User Research

## TOOLS

Figma, Adobe Suite, Sketch, Zeplin, Principle, Fusion 360, Miro, C4D

## CODING LANGUAGES

HTML, CSS, Javascript, Python, Swift