



Troy, NY

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Jinhui Yu

UX / UI / Product

Summary

Motivated transitioning from an advertising background to UX Design, currently pursuing a Master's degree in IT(HCI track). Brings an unique perspective with experience in the digital advertising industry, blending creativity and user-centered design principles. Skillful in user research, prototyping, and usability testing, with a keen understanding of integrating user needs into my designs.

Skills

 **Figma + Adobe illustrator + XD**

 **HTML + CSS + JS**

Education

Rensselaer Polytechnic Institute

August 2022 — December 2023, Troy, NY

Master of Information Technology (Human-Computer Interaction track)

Shanghai University of Electric Power

September 2015 — June 2019, Shanghai

Bachelor's degree in Information System & Management

Employment History

Teaching Assistant

August 2022 — August 2023, Rensselaer Polytechnic Institute, Troy, NY

Graded assignments, exams, and presentations, providing feedback to students.

Product Assistant

July 2019 — June 2020, Juta Online, Shanghai

- Assisted product managers to conduct research on target customers, and designed mobile app for MeadJohnson and Sisley, which helped these brands significantly increase their sales and DAU.
- Collected user feedback, checked for design bugs, and refined the design by iteration.

Internships

Research Intern (Remote)

January 2021 — August 2021, California State Polytechnic University, Pomona

- Conducted research on behavior patterns of smokers, and designed a quit-smoking app that integrates with smartwatches. (collaborated with Microsoft).

UX Designer Assistant

March 2019 — June 2019, Ctrip.com, Shanghai

- Conducted field research involving 20 customer service representatives at Ctrip.com, observing and documenting their work statuses.
- Updated the design of an enterprise internal instant messaging software used daily by thousands of manual customer service representatives in Ctrip.com, IM+, which significantly improved the efficiency of customer service operations.