



Hang is a **passionate** user experience designer enjoying the process of crafting **respectful, generous** and **helpful** user experiences.

## CURRENT PROJECT

### Senior Product Designer

SalesforceIQ

Palo Alto, CA  
July. 2013 - Present

- ◆ Working on designing delightful and useful user experience for our web based CRM customers, providing simple solutions to our complex problem statements
- ◆ Contribute to product roadmap planning, provide usability solutions and build up our design system. Ship every two weeks in collaboration with PMs and engineers

## OTHER PROJECT

### Product Designer

Citrix

Santa Barbara, CA  
Jan. 2013 - July, 2014

- ◆ Led the UX design process in bringing the GoToMeeting experience to the web. Increase NPS score by 60%.
- ◆ In a team of 3, refreshed the overall UX of GoToMeeting desktop and consolidated a new pattern library called Flexo

### UX Research Intern

Amazon.com  
Apr. 2013 - Aug. 2013

- ◆ Individually conducted usability research for AmazonGlobal team, offered design recommendations
- ◆ Individually developed a "customer decision making model"

### UX Research Consultant

Microsoft Advertising  
Jun. 2012 - Sept. 2012

- ◆ Conducted quantitative research in building up a predictable framework about advertisement effectiveness aiming at 90% accuracy

### UX Designer

Qikspace  
Jun. 2013 - Oct. 2013

- ◆ Led a team of four, researched and designed mobile the UX of a cloud storage and collaboration system for a start-up company

### Product Design Assistant

University of Washington  
Apr. 2012 - Aug. 2013

- ◆ Offered product design support including needs analysis, prototyping, website design and development and content management

## EDUCATION

University of Washington

Seattle, Washington  
Sept. 2011 - Aug. 2013

**Master of science**

Human Centered Design & Engineering  
GPA: 3.83

Xi'an Jiaotong University

Xi'an, China  
Sept. 2007 - Jun. 2011

**Bachelor of Engineering**

Software Engineering  
GPA: 3.4

# Hang Yu

UX Designer



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## TOOLS

- Sketch 3 | Illustrator | FireWorks
- PhotoShop | InDesign
- Axure | Framer.js | Balsamiq | Justinmind | Keynote |
- Paper Sketching | Paper Prototyping
- InVision | Marvel
- HTML(5) | CSS(3) | JavaScript
- Morae Suite | SilverLight | Tobii eyetracker | usertesting.com
- DreamWeaver | Edge Reflow
- Premiere | iMovie

## SKILLS

- | Rapid Prototyping
- | Scrum Management
- | Interactive Prototyping
- | Usability Testing
- | Information Architecture
- | Information Visualization
- | Experimental Research Design
- | Field Study
- | Focus Group