

YIWEN SUN

User Experience Designer

Practice human-centered design to bridge the gap between users and technology, and create socially impactful interactions that people fall in love with

(607)-280-6581

www.yiwensun.me

yiwensun2022@u.northwestern.edu

EXPERIENCE

User Experience Intern Jun 2021 - Sep 2021

Take-Two Interactive Software - Seattle, WA

- Identified the limitation of Kerbal Space Program (KSP) 1 first-time user experience to map out user flows and design mock ups for KSP2 players with different experience levels to attract a diverse audience
- Advocated inclusive design by offering accessibility suggestions based on the experience drawn from play testing other console games in the market
- Directed UX research on KSP2 console version by testing KSP1 console gameplay to create logic flows, controller layouts and prototypes

User Experience Design & Research Intern Jul 2020 - Sep 2020

Hedgehog Cryptocurrency - Los Angeles, CA

- Redesigned the discover page of the website and the navigation bar of the mobile app in collaboration with the front end developers to curate an intuitive user experience
- Iterated the on-boarding flow by evaluating the current experience and developing new touch points for beginner traders to ease the learning process
- Performed user research, collected feedback, and extracted insights to uncover key tensions and initiate product innovation

Wander Jan 2021 - Mar 2021

Human-Centered Interaction Design Studio Project

- Led UX design and development of new features for Roadtripper using Arity's driving data to encourage users to leave more reviews and share their location data
- Applied iterative design methodology to research, interview, concept, prototype and user test solutions

Grow the Plant App Startup Jan 2021 - June 2021

NUVention Web+Media Studio Project

- Led the design of a plant quiz website and a plant care app
- Guided 5 rounds of user & expert interviews and tests to understand the needs of the market
- Created content for Instagram and Facebook ads to gain attraction before launching the app

Open House Mobile App Startup Launching in the App Store 2022

Procter & Gamble Product Design Studio Project

iRobot Design Strategy Studio Project

Mural Product Management Studio Project

EDUCATION

Northwestern University

Sep 2020 - Mar 2022

Master of Science

Engineering Design Innovation

Cornell University

Aug 2016 - Jan 2020

Bachelor of Science

Design + Environmental Analysis

Information Science Minor

COMPETENCY

Human Centered Design

Interaction Design

User Research

Storyboarding

Wireframing

Prototyping

Usability Testing

Design Thinking

Collaboration

Critical Thinking

SKILLS

UX/UI

Figma, Sketch, InVision

Visual

Photoshop, Illustrator

InDesign, Procreate

Code

HTML, CSS, PHP

Model

3DSMax, Sketchup, Revit

AutoCAD, Twinmotion