

Ruonan Shen

User Experience Designer

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WORK EXPERIENCE

JoVE / UI Developer

SEPTEMBER 2019 - PRESENT / CAMBRIDGE, MA

1. Managed the JoVE website Design System using Sketch and InVision(DSM), working with the executive, product team, and engineering team to discuss product pipelines, potential design, and development process.
2. Operated the whiteboarding and finalized the wireframing to enhance the high-quality redesign, which helped deliver the quality of the new design that JoVE needs to scale well.
3. Evaluated the feedback, pain point and requirements from both the user and the cross-functional team.
4. Clarified the responsive site' s prototype, leveraged the resources and tools to collect data on the existing website, made decisions on what' s working and what needs improvement.

Phemia Education Consulting / Website Designer

DECEMBER 2018 - OCTOBER 2019 / BOSTON, MA

1. Established the web-based product web design, which includes information architecture, interface, and interactive design by using WordPress.
2. Produced the posters and banners design for 2019 Oversea Student Event and 2019 Series Online Courses.
3. Administered to the product design and the design system to enhance the branding.
4. Analyzed the data from the site and social platforms using Google Analytics to improve the SEO and SEM.
5. Supervised the creating material management for the design and marketing departments.

Haolearn / Lead UX Website Designer

MARCH 2018 - AUGUST 2019 / BOSTON, MA

1. Organized the high level and detailed mockups for the mobile version and web version.
2. Demonstrated visual design sensibilities as they relate to applying a brand to digital experiences.
3. Programmed the Usability Testing and analyzed the results, made constructive suggestions for change.

IMIX Dance Crew / Founder and Manager of YouTube Channel

MAY 2017 - PRESENT / BOSTON, MA

1. Promoted the Doctor Pepper - Diplo X CL/ IMIX Dance cover video and earned more than 79,000 views.
2. Curated a profile of work: editing and publishing more than 30 dancing videos for IMIX'S brand promotion.

SKILLS

DESIGN

Prototyping
User Interface Design
Wireframing
Interactive Design
Storyboard
User Flow
Responsive Web Design
Design System
Graphic Design
Video Editing
Social Media Platform
Visual Communication Principle

TOOL

Sketch
InVision
Figma
Balsamiq
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Wordpress
Logic Pro X
Hootsuite
Microsoft Office Programs

METHODOLOGY

Interview
Survey
Persona & Scenario
Comparative Analytic
Usability Testing
Heuristic Evaluation
Agile
Scrum
Brainstorming

EDUCATION

Northeastern University / Digital Media

SEPTEMBER 2016 - JULY 2018 / BOSTON, MA

Usable Design for Mobile, Usability & Human Interaction, Sound Design, Interactive Marketing, Social Media Implement, Programming, Web Design (HTML/CSS), Storytelling