Jiahui (Jade) Yi

Sheffield, UK | Mobile: +44 7763447181 | Email: 19jiahui99@gmail.com | Website

Education

University of Leeds	Sep 2021 – Sep 2022
MA Digital and Interactive Design	Leeds, UK

- Result Obtained: Merit
- Relevant Modules: Design Research and Integration, Service and Social design, Design prototype and evaluation

Hubei University of Technology	Sep 2017 – Jul 2021
BA Interior Design	Hubei, China

- Result Obtained: 87.25%
- Relevant Modules: Brand Management Performance, Commercial Display Design, VI Design

Work Experience

J&J Consulting	Apr 2024 – current
UX Designer	Sheffield, UK

- *Research and Development:* Conducting thorough stakeholder discussions to identify and research user problems, leading user research initiatives to glean valuable insights, and continuously enhancing the user experience
- *Leading design:* Taking charge of the creation of high-quality wireframes, user journeys, and user interface designs for the website, ensuring they are visually appealing and align with brand guidelines to maintain consistent brand representation
- *Iterating:* Collaborating with cross-functional teams to ensure alignment and consistency in design implementation with the intended user experience, iterating and refining design outcomes based on comprehensive feedback analysis

Now Student Living	May 2023- Feb 2024
Resident advisor	Sheffield, UK

- *Social media and digital content producing:* Oversaw the management of the brand's official social media accounts, coordinating and executing strategic social media campaigns aligned with the brand's objectives. Utilized Canva to create engaging digital design content in a timely manner
- *Online community:* Established and managed an exclusive online community to facilitate user engagement and activity updates. Achieved a 15% increase in social media followers, growing from 410 to 474 within 90 days through strategic initiatives such as raffle and giveaways. Collaborated with the Business Development team to drive sales conversions and enhance brand visibility
- *Offline marketing events:* Contributed to the planning and execution of offline marketing events, including pop-up promotions and collaborative initiatives

University of Leeds	Mar 2022 – Jun 2022
UX Design project leader	Leeds, UK

- *User research:* Collaborated with cross-functional teams to gain insights into user behavior, needs, and pain points. Organized and conducted user research using a combination of qualitative methods such as questionnaires and surveys, as well as quantitative methods including focus groups and user interviews
- *Data analysis:* Analyzed user feedback and research data to extract meaningful insights and trends. Compiled findings into comprehensive reports to support idea exploration and decision-making processes
- *Visual design:* Contributed to the development of visual design elements by translating data-driven concepts into wireframes and prototypes. Planned and executed usability testing sessions to validate and identify design decisions

Wuhan Gutian United Real Estate	Mar 2020 – Jun 2020
Social Media Marketing Intern	Hubei, China

- *Content planning and producing:* Developed and implemented comprehensive social media content calendars on a weekly, monthly, and quarterly basis. Strategically aligned content with key selling points before and during festivals/events to maximize engagement and drive sales
- *Visual content design:* Created brand-aligned posters and new product brochures for the company's website
- *User analysis and research:* Conducted market research and comprehensive user analysis to gain insights into customer preferences, behaviors, and specific needs. Utilized research findings to inform strategic decision-making processes and optimize marketing strategies for maximum impact and effectiveness

Others

- Technical skills: Microsoft Office Suite, Figma, Adobe InDesign, Illustrator, Photoshop , Canva
- Languages: English (Fluent), Mandarin (Native)