

Yunyi(Olive) Cao

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Education

Master of Landscape Architecture 2016 | University of Southern California, Los Angeles, CA.

Awards: Class Fund Scholarship, 2014

Bachelor of Engineering, Wood Science and Engineering 2013 | Beijing Forestry University, Beijing, China.

Additional Coursework

Bloc Designer Track Bootcamp | BitTiger UX 101 | Udemy User Experience design

Experience

UI/UX Freelancer | SELF-EMPLOYED, San Jose, CA, 2016-Present

HalfMeter, Pregnancy Application

- Strategically redesigned user interface and information architecture for HalfMeter.
- Collaborate with engineers, project teams, and clients to design and illustrate concepts from primary research to final mock-up in start-up environment.
- Delivered user-centered strategies and solutions that increased video conversion rates, and received CEO recognition.

GoTable, Dining Waiting Application

- Provided leadership design from scratch to final prototyping within a cross-functional team.
- Conducted primary research and product strategy to deliver intuitive user experience and high-impact aesthetic designs.

BitTiger, Educational Website

- Created redesigned home page and introduction page.
- The results increased website traffic and earned client recognition for exceptional results.

Visual Designer | NEBELTECH, San Jose, CA, 2016, Sep - Present

- Translate concepts into design illustrations that produce innovative visual effects and successfully communicate marketing strategies to users.
- Develop visual/graphic designs for website, slides, and related media.

Skills

Design

Wireframing
Interaction Design
Graphic Design
Storyboarding
Personas and Scenarios
Animation

UX Methods

Usability Testing
Competitive Analysis
Survey and Interviewing
Contextual Inquiry
Affinity Diagramming
Usability Testing
Task Analysis

Prototyping Tools

Sketch 3
Adobe Creative Suite
InVision
Principle
Zeplin

Development

HTML/CSS

3D Modeling

CAD, Rhino, SketchUp,
3D Max

Language

English, Chinese