

# YIFAN DENG

User Experience & Product Designer

<http://gloriadeng.com>

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## EDUCATION

### Carnegie Mellon University

Entertainment Technology Center (ETC)

Master of Entertainment Technology

May 2021 | Pittsburgh, PA

### South China University of Technology

School of Design

Bachelor of Engineering in Industrial Design (Information and Interface)

July 2019 | Guangzhou, China

### Loughborough University

Exchange Study of Design

August 2017 | Loughborough, UK

### Relevant Coursework

User Centered Research and Evaluation, Interactive Design Studio, User Experience Design, Virtual Reality Technology,

## SKILLS

### Tools

Axure | Sketch | Flinto | Adobe Creative suite | Autodesk Alias | Autodesk Maya | Rhino | Keyshot | Substance Painter | Unity

### Design & Research

Contextual inquiry | Rapid prototyping | Iteration | Wireframing | Game design | Storytelling | Personal & Storyboarding

### Programming

HTML & CSS | JavaScrip | C# | Arduino

## EXPERIENCE

### CMU HCII, UX Research Assistant & Producer

January 2020 - presnet | Carnegie Mellon Univrsity, Pittsburgh, PA

- Lead the development of project Audio Game with a Purpose which is a hybrid mobile-desktop experience for Twitch communities to provide crowdsourced audio data from their environments.
- Designing experimental procedures for future user research including preparation, play, and feedback. Delivering the Institutional Review Board (IRB) documents

### IFLYTEK CO., LTD UX Designer Intern

June - August 2018 | Guangzhou, China

- Participated in product and UX design of ets100 ( an online oral English training platform). Worked on product evaluation, rapid prototyping and iterating based on user testing. Worked in the team cooperating with product manager, programmers and visual designer
- Optimized 5 existing user flows and generated 2 new functions to improve the user experience of the product. Conducted 10+ user interviews to gain qualitative data as insights to help team better understanding the target user (high school students)

## ACADEMIC PROJECTS

### Enhancing maker-centered learning UX Designer

Spring 2020 | Carnegie Mellon Univrsity, Pittsburgh, PA

- Developing toolkits to teach 21st Century Skills to primary school students through game design by using maker-centered education
- Leading the design team to conduct interviews and contextual with the educator and target audience in several maker spaces. Building multiple paper prototype and conducting play testing

### Building Virtual World VR/AR Experience Designer

Fall 2019 | Carnegie Mellon Univrsity, Pittsburgh, PA

- Created 5 game and immersive experiences with Agile development
- Explore design space on different platforms such as Oculus (VR), HTC Vive (VR), Leap Motion (AR), Kinect, including game design, interactive storytelling, UX design, and 3D modeling

### ACUMER UX & UI Designer

Fall 2018 | South China University of Technology,Guangzhou, China

- Designed a consumption guidance application to help college students get rid of bad consumption habits
- Responsible for the whole UX design process including user research, ideation, information flow, UI design, usability testing, and iteration