Yinru Sun (Rachel)

Actively seeking a Product Designer role

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WORK EXPERIENCE

Product Designer II / VMware

September 2022 - Present / Seattle, WA (Remote)

- Led the revamp of the consumer-facing support website, optimizing navigation and onboarding efficiency, leading to a 40%+ decrease in navigation time and a 21% rise in Purchase Satisfaction Scores (PSAT)
- Elevated user experience for B2B Customer Success product, essential for VMware's premium customers, increasing customer logins by 130%
- Collaborated with PMs, UXRs, UXDs, engineers, and other key cross-functional stakeholders to drive innovation within technical constraints and tight product timelines

UX Designer / ByteDance

October 2020 - August 2021 / Shanghai, CN

- Designed an end-to-end financial SaaS system from scratch, which launched and fully covered 100k+ global staff with 4k+ daily expense reports volume
- Refined and simplified staff reimbursement flow, saving 67% user time and improving 37% satisfaction rate (Award of Excellence at ByteDance)
- Conducted user research including 40+ usability tests, interviews, competitive analysis, journey maps, personas, etc, and translated user needs into creative design solutions

Design Consultant Intern / Deloitte

July 2020 - September 2020 / Shanghai, CN

- Drove the redesign of the Mars e-commerce mobile app and website by improving subscription order flow and innovating brand visual identity, increasing conversion rate by 20% and daily active users by 25%
- Crafted an admin dashboard by emphasizing intuitive metrics visualization to upgrade decision-making processes and articulating concepts to clients

AI Product Intern / PingAn Tech

April 2020 - July 2020 / Shanghai, CN

- Designed key features of an AI public opinion platform, reducing manpower by 29%, cutting response time by 35%, and amplifying efficiency by 1.4x

Interaction Designer / Medical Beauty Tech

September 2018 - September 2019 / Shanghai, CN

- Led the customer experience design of an AI-powered skincare mobile app from 0 to 1 as a design freelancer, attracting 1k+ MAU after release
- Initiated the brand asset design and established initial design systems including typography, colors, layouts, components and style guides

EDUCATION

Carnegie Mellon University

August 2021 - August 2022 / Pittsburgh, PA

Human-Computer Interaction Institute (HCII)

Master of Educational Technology and Applied Learning Science
Award: Merit Scholarship

Shanghai Jiao Tong University

September 2016 - June 2020 / Shanghai, CN

B.Eng Industrial Design
Award: National Scholarship (Top 1%)

SKILLS

Interaction Design / User Flow / UI Design (web, mobile) / User Research / Usability Testing / Information Architecture / Wireframes / Prototyping / Visual Design / Accessibility (WCAG) / UI Specification / Design Systems / Persona / Journey Map / Responsive Design / Content Design / Service Design / Data Visualization / Problem Solving / Agile / Design Thinking / Product Strategy / Storyboard / Motion Design / Presentation / Communication / Collaboration / Product Management

PROTOTYPING TOOLS

Figma / Sketch / Adobe Creative Suite / InVision / Webflow / Principle / Miro / Keynote / Html / CSS / JS