

Chuhan Jie

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PROFILE

- Have web design experience, master the basic skills and professional knowledge of interaction design
- Proficient in front-end design with web, skilled at Adobe and office software
- Have teamwork experience with e-commerce and coordination ability, good interpersonal communication and analysis ability

WORK EXPERIENCE

iChinese Reader

Interactive Designer

Feb. 2020 to present

- Responsible for the design and optimization of user pages to enhance user experience and interaction
- Collect user tests, analyze user feedback results, make iterative improvements, and increase subscriber by 15%
- According to the content of the book, the existing illustrations are modified and newly designed into animation or motion graphics (**Photoshop, After Effects**)
- Work with cross-functional teams and instruct the QA team in the use of book production tool
- Integrate social media, marketing content, e-commerce, and fully implement monetization services

RESEARCH EXPERIENCE

User Experience Redesign Project

- Responsible for market research, analyse the need of target customers and competitors, explore the existing problems and optimization points of app, optimize the design of wireframe and user flow
- Enhance functions and performance for target customers, configure user roles according to research and development scenarios, and test scenarios (**Illustrator**)
- In order to balance customer needs and achieve business objectives, the optimized user process and wireframe have improved user views
- Conduct a / b testing and prototyping optimize the app better, observe the changes of user behaviour (**Adobe XD**)
- Create branding concept motion graphics to explain the app's function. (**After Effects, Premiere Pro**)

Online Store Branding Design Project

- Analyse needs of customers and advantages of competitors, as well as statistics of population and behaviour, research, position and create the ideation of a bakery brand
- Design brand logo, user interface (including iconography), advertising and collateral mockups, as well as wireframe to present user flow and user experience of bakery website
- Design high fidelity visual prototype and front-end web development, so that customers can interact with the website through shopping and browsing (**Adobe XD, HTML, CSS, JQuery**)
- Present the branding idea and final website to audience, describing the website's designing process and user experience

EDUCATION

ACADEMY OF ART UNIVERSITY

2020 – 2021

Master of Art in Web Design and New Media

UNIVERSITY OF SOUTHERN CALIFORNIA

2018 – 2019

Master of Science in Journalism

INDIANA UNIVERSITY

2014 - 2018

Bachelor of Art in Journalism & Science in Mathematics

SKILLS AND INTERESTS

- Project management: Scrum and agile methodologies
- Coding: HTML, CSS, JavaScript (jQuery, React.js, Node.js, Express.js), Python
- Design: Adobe Creative Suites (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe XD)