



## Edmund Yu

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### PORTFOLIO

[www.edmundyu.com](http://www.edmundyu.com)

### QUALIFICATIONS

- Passionate professional with over 6 years of hands on UX design experience in K-12 education and social networking.
- Strong ability to innovate and deliver intuitive product solutions
- Strong ability to play multiple roles taking products through all design/development phases.
- Proven ability to motivate and inspire creative teams to deliver superb intuitive designs under tight deadlines.

### EXPERIENCE

#### Lead User Experience Designer

GlobalScholar (Bellevue, WA)

February 14, 2008 – Present

- Developed rich internet applications for K-12 Education and Distant Learning.
- Responsible for all phases of the design process.
- Built and managed a dynamic team of user experience design professionals.
- Coordinated with stakeholders, customers, product managers, and senior developers to define requirements.

Major projects include:

- Reporting: report library, report designer, customizable dashboards, ETL, schedulable data extraction tool. Tableau, QlikView, Canvas, and SSRS integration.
- Collaboration tools: email, instant messaging, announcements, surveys, discussion forums, wiki pages, interactive whiteboards.
- CMS: workflow engine, version control, content sharing, access and privileges, creation templates, resource library, content ingestion tools.
- LMS: creation and management of curriculum, standards, lesson plans, learning activities, IMS/SCORM packages, rubrics, individualized learning plans.
- Assessments Solution: assessment designer, item bank manager, item designer, online assessments, paper assessments, assessment scanner tools, student response systems, games, audio and video capturing tools.
- User management: roles, groups, permissions.
- Planners: calendars, classroom playbooks, task lists.
- Alerts and notifications: generic alerts framework, watch list notifications, news feeds.
- User portals: customizable pages, navigation menu management, single sign-on, Sharepoint integration, impersonation, parent portals, guest experience, district/school public pages, application management.
- Professional development: course offerings, self-enrollments, wait lists, gated learning, user portfolios, certifications, mentors.
- Mobile experience: iPhone, iPad, Android, WAP.
- Accessibility: 508 and WAI compliance.
- Web 2.0 framework: Ajax patterns, customizable pages, single sign-on integration.

#### User Experience Designer

Microsoft (Redmond, WA)

November 5, 2007 – February 13, 2008

- Developed product designs for contextual ads platform.
- Responsible for all phases of the design process.
- Developed product UX Scorecard
- Conducted usability studies
- Created HIG to maintain design consistency

Major projects include:

- Reporting dashboards
- Revenue share payouts
- User account creation

## **Interaction Designer / Flash Developer**

Vizrea/WebFives (Seattle, WA)

September 26, 2005 – November 5, 2007

- Responsible for user interface designs, visual designs, and Flash development.
- Developed award winning user experience for the Web 2.0, WAP, mobile devices, and the PC.

Major projects include:

- Social networking: blogging, customizable user web portals, commenting and messaging
- Content management: photo, blogs, video, music, access and permissions, content/device synching
- Account management: revenue sharing, billing, user profile, signup process

### **SKILL SUMMARY**

#### **Product Design**

Interaction Design  
Information Architecture  
Prototyping  
Usability Testing  
User Research  
Visual Designs

#### **Software**

Adobe Photoshop  
Adobe Illustrator  
Adobe Flash  
Adobe After Effects  
Discreet 3ds Max

#### **Languages**

Actionscript  
ASP.NET  
Javascript  
jQuery  
PHP / MYSQL  
XHTML / CSS

### **EDUCATION**

#### **The Art Institutes of Seattle**

School of Design  
Interactive Media Design  
Associate of Applied Arts – December 2005  
4.0 GPA President's List

#### **University of Washington**

Department of Economics  
International Economics  
Bachelor of Arts – June 2000

### **AWARDS**

#### **2005 Macromedia Design Contest**

Flash Website Design Winner

#### **Art Institute Best Portfolio Show**

Best Portfolio Show in 2005 Graduating Class

### **REFERENCES**

Upon Request