

Edmund Yu

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PORTFOLIO

www.edmundyu.com

EXPERIENCE

I have over 11 years of hands-on work experience in UI/UX design, rapid prototyping, and front-end development for rich Internet applications and mobile devices. I practice user centered design basing design decisions on user needs and business goals.

Head of Product Design

Bloomz (Redmond, WA)

May 28, 2013 – Present

Bloomz Inc. helps parents discover and connect with the world around their children. We work with schools, PTSAs, and activity centers to get important communications and promote parental collaboration all in one place. As the head of product design, I drive the end-to-end user experience ensuring that we build the minimal viable product; incorporate user centered design techniques; and optimize the experience by analyzing usage data.

Major Projects

- **Mobile Experience:** iPhone, iPad, Android, Windows Phone
- **Social Networking:** posts, updates, commenting
- **Collaboration Tools:** instant messaging, groups, and communities
- **Calendars:** Schedule coordination, shared/subscribed calendars
- **Signup process:** first run experience, walkthroughs, coach marks
- **Volunteer request coordination**
- **Analytics:** data visualization

Principal UX Designer

GlobalScholar (Bellevue, WA)

February 14, 2008 – April 19, 2013

As the principal UX designer I have the overall responsibility for all production work completed by the design team and for providing the UX strategic direction for the company.

- **Design Leadership** – Lead strategic thinking to ensure that simple and intuitive user experiences are designed and adhered to; define standards of usability and accessibility; empowering excellent, high-quality visual designs and front-end development; engage with product managers, design, and development leads to solve user and business goals using the principles of user-centered design.
- **Team Management** – Ensure designers understand the company's goals; understand what they are accountable for; and promote personal growth and professional development opportunities.
- **Process Improvement** - Seek to update and improve processes, to allow less wasteful, more streamlined design.

Major Projects

- Mobile experience: iPhone, iPad, Android.
- UI framework: Ajax patterns, customizable pages, single sign-on integration.
- Accessibility: 508 and WAI compliancy.
- Reporting: report library, report designer, customizable dashboards, ETL, schedulable data extraction tool.
- 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 planbooks, task lists.
- Alerts and notifications: generic alerts framework, watch list, 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.

UX Designer

Microsoft (Redmond, WA)

November 5, 2007 - February 13, 2008

- Developed product designs for Microsoft's advertisement platform.
- Responsible for all phases of the design process.

Major Projects

- Reporting dashboards
- Revenue payouts
- Account creation

UX Designer

Vizrea / WebFives (Seattle, WA)

September 26, 2005 - November 5, 2007

As the UX Designer I have the responsibility of creating simple and delightful user experiences utilizing principals of user-centered design. My goal is to deliver intuitive design solutions that help people and WebFives achieve their goals.

- **Interaction Design** - Develop design solutions to elegantly solve key scenarios to solve user and business goals.
- **Rapid Prototyping** - Develop rapid paper/clickable prototypes to evaluate the effectiveness of design solutions against identified scenarios.
- **Front-End Development** - Develop pixel perfect XHTML/CSS markup and UI controls with Flash ActionScript.

Major Projects

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

SKILL SUMMARY

Product Design

Interaction Design
 Rapid Prototyping
 Visual Designs
 User Research
 Information Architect
 Usability Testing

Software

Adobe Photoshop
 Adobe Illustrator
 Adobe AfterEffects
 Balsamiq
 JustInMind
 Blender 3D

Languages

HTML5 / CSS3
 Javascript
 jQuery

EDUCATION

The Art Institute 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

REFERENCES

Upon Request