

Edmund Yu

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PORTFOLIO

www.edmundyu.com

EXPERIENCE

I have over 13 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.

Principal UX Designer

Smartsheet (Bellevue, WA)

May 2018 – Present

Lead a team of UX designers in following a user-centered design process and applying UX principals to create engaging, valuable, and intuitive user experiences. Work closely with the product team to launch new features and evolve existing ones based on an understanding of user needs, business objectives and technical constraints.

Head of Product Design

Bloomz (Redmond, WA)

May 2013 – April 2018

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, responsive browser layout.
- Onboarding experience: demo class, interactive tutorials, roster imports.
- Classroom tools: behavior tracker, attendance tracker, student portfolios.
- Communication: instant messaging, new feeds, notification center.
- Collaboration: calendars, volunteer requests, conference scheduler.
- Reporting: user engagement dashboards, communication history report.
- Year-end features: classroom archival, auto-generated yearbook videos.

Principal UX Designer

GlobalScholar (Bellevue, WA)

February 2008 – April 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.
- 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: ability to manage 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 2007 - February 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 2005 - November 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

Sketch

Balsamiq

JustInMind

Flinto

Languages

HTML5 / CSS3

Javascript

jQuery

EDUCATION

The Art Institute of Seattle

School of Design

Interactive Media Design

Associate of Applied Arts - December 2005

Highest Honors

University of Washington

Department of Economics

International Economics

Bachelor of Arts - June 2000

REFERENCES

Upon Request