

Edmund Yu

Email: edmundpyu@gmail.com

PORTFOLIO

www.edmundyu.com

EXPERIENCE

I have over 14 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

Bittrex (Bellevue, WA)

June 18, 2018 – Present

Bittrex enables traders and investors to buy and sell cryptocurrencies and digital tokens. My responsibilities include researching, wireframing, prototyping, interaction designs, and visual designs.

Major Projects

- Onboarding/offramping users
- Margin trading and lending markets
- Trading interface redesign
- Initial Exchange Offerings (IEO)
- Credit card and crypto deposits
- Incentive credits
- Mobile web experience
- Market and wallet management
- Compliance and audit reports
- Financial reconciliation tools
- Design pattern libraries

Head of Product Design

Bloomz (Redmond, WA)

May 28, 2013 – March 30, 2018

Bloomz 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.

UX Manager/Principal Designer

GlobalScholar (Bellevue, WA)

February 14, 2008 – April 19, 2013

As the design lead 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

- 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.
- Planners: calendars, classroom planbooks, task lists.
- User portals: customizable pages, navigation menu management, single sign-on, Sharepoint integration, impersonation, parent portals, guest experience, district/school public pages, application management.
- Accessibility: 508 and WAI compliancy.
- Reporting: report library, report designer, customizable dashboards, ETL, schedulable data extraction tool.

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

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
Figma
Sketch
Balsamiq
JustInMind

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

REFERENCE

Upon Request