



Jingshu Fu

UX/UI/Graphic

Work Experience

City of Star Resort | Graphic/UI Design

November 2023-March 2024

- Created & implemented company responsive website to promote company branding, broaden business opportunities, to improve user retention by **45.7%, from 35 seconds to 51 seconds**.
- Presented and conceptualized UX plan to stakeholders by leveraging user data via analyzing UXR key findings.

Greenlife | E-Commerce Specialist

July 2023-November 2023

- Operate online store, gathering customer need and assist manager with daily maintenance of the website, visual & functional updates.
- According to the company's new business needs to complete the functional design of the website. Testing completed and operational.

Yisen Tech | Graphic/UI Design

September 2022-May 2023

- Obtained client requirements, work with the development team to analyze and propose the best solution.
- Performed website maintenance, updates and optimization to ensure customer retention, including the design of banners & product images.

Skill Squirrel | UX/UI Design Co-op

May 2022-August 2022

- Designed Competency Framework and updated company responsive website to improve user retention with **9.8% increase**.
- Strategized Membership user experience w/ stakeholders by analyzing previous user behavior performance data.
- Collaborated with Engineers, PM, Marketing, Research teams, & stakeholders to ensure deliverables quality on time.

Projects Experience

E-Camp | UI UX Designer

Duration: 4 Weeks, 2020

- Created a native mobile app for an online education program to improve learning & communication efficiency for college students.
- Built the design system & components library w/ **scalability thinking** based on iOS design guideline % Google Material Design.

PetIt | Product Designer

Duration: 2 Months, 2023

- Innovated an IOT iOS app for pet owners to manage pets' daily health information and monitor activity stats.
- Created the PetIt design system & branding w/ user-oriented solutions by leveraging Google Material Design system.

Jingshufu.com

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Education

Sheridan College - Trafalgar Campus

2018-2023

Honours Bachelor of Interaction Design

Certification

Research Ethics(TCP 2: CORE)

Skills

Design

Responsive Web Design
Native Mobile App Design
User Interface Design
User Experience Design
Data Visualization
Wireframing
Hi-Fi Prototype
Storyboarding
Design Patterns
Accessibility Design

Research

User Research
Usability Testing
A/B Testing
Persona
User Journey & User Flow
Data Analysis

Tools & Programming

Figma / Adobe XD / Sketch
Miro / Principle / Protopie
Adobe PS / AI / ID / AE
Rhino / Brackets / Processing / Arduino
HTML / CSS/ JavaScript (P5JS) / PHP
Microsoft Office Site
WordPress / Wix / Squaresapce/Shopify

Languages

English / Mandarin