



YUEDANTING(SHERRY) BI

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sherrybi.com

EDUCATION

Master of Human Computer Interaction (Online)
Iowa State University, IA USA

2018 - Present

Bachelor of Arts: Interactive Art & Technology
Concentrate in Design
Simon Fraser University, BC, Canada

2010 - 2015

PROFESSIONAL WORK EXPERIENCE

UX Designer

Fortinet Inc, Burnaby, BC

Apr. 2018
Present

Responsible for UX evaluation and testing of both desktop and mobile versions of FortiOS

- Review feature requirements and build quick mockups
- Collaborated with management and developer team to better understand requirements and constraints
- Wrote testing plans and facilitated on-site user testings
- Analyzed and presented testing results and findings to management team

Tools: Sketch, JASP, Illustrator,

UX/UI Designer

Colligo Networks, Vancouver, BC

Aug. 2017
Jan. 2018

Worked across departments on UX improvements for Colligo content management apps.

- Conducted empirical research on target audience needs and expectations
- Created wireframes and prototypes for rapid testing on multiple platforms
- Observed and analyzed online testing results and findings
- Worked closely with sales and engineer team to provide UX improvements

Tools: Sketch, Axure, Illustrator, Invision, Google Analytics, Flurry

UX Designer

PNI Digital Media, Vancouver, BC

Aug. 2015
Jan. 2017

Involved in entire design process for Staples new copy and print e-commerce site.

- Conducted initial research on target audience needs and value gaps
- Detailed competitor analysis presented as infographics
- Collaborated with product and marketing team to better understand requirements and expectations
- Build wireframes and responsive prototypes for user testings
- Wrote testing plans and facilitated for both online and on-site user testings
- Analyzed and presented testing results and findings to management teams
- Observed live user behaviors using fullstory for areas of UX improvements

Tools: Sketch, Axure, Illustrator, Invision, Fullstory, Usertesting.com

Digital Content Design Intern

Lowe Profero, Shanghai, China

July. 2014

Sep. 2014

Collaborated with marketing team to create digital contents for products on e commerce sites.

- Created interface mockups on multiple platforms
- Created posters and animated banners with provided raw product images
- Searched for suitable stock images and worked on image post production

Tools: Illustrator, Photoshop, After Effects

SKILLS

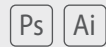
User Experience

- User research
- Heuristic evaluation
- Wireframe & Prototype



UI & Graphic

- Art direction
- Info graphic
- UI mockups



Front end & Modeling

- HTML/CSS
- 3D modeling
- 3D Visualization



EXTRACURRICULAR AND INTERESTS

Courses completed on Coursera

2016 - 2018

- Mindware: Critical Thinking for the Information Age, University of Michigan
- HTML, CSS, and Javascript for Web Developers, Johns Hopkins University
- Moralities of Everyday Life, Yale University

Personal Interests

Photography, play guitar & watercolor painting