

# SYLVIA DING

## User Experience Designer

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<http://sylviading.com>

## EDUCATION

### University of Illinois at Urbana Champaign

Champaign, IL // 2012 - 2015

*Master of Fine Arts, Interaction Design focus*

### Tianjin University

Tianjin, China // 2008 - 2012

*Bachelor of Engineering, Industrial Design focus*

## SKILLS

### Approach

Information Architecture

Wireframes

Visual Design

Prototyping

Data Visualization

Contextual Inquiry

Storytelling

Customer Journey Mapping

Persona

### Design

Sketch

Photoshop

Illustrator

InDesign

After Effects

Origami&Quartz Composer

Pixiate

Rhino

Keyshot

### Programming

Basic CSS+HTML

JQuery

## EXPERIENCE

### Linkedin : Associate User Experience Design

Sunnyvale, CA // July 2015 - Present

- Building the new job search experience for job seekers. Responsibilities include wireframing, concept development, research study, visual design and spec delivery.
- Partnered with a Product Manager and a ten people engineering team working within an agile environment.

### Computer Science, University of Illinois At Urbana Champaign : Information designer

Champaign, IL // Sept 2014 - May 2015

- Designed a web tool that features a time-based data visualization for the purpose of early autism screening in the child development.
- Working with behavior scientists and data analysts on usability testing of the web tool.

### Propelland : UX / UI Design Intern

San Francisco, CA // May-Aug 2014

- Lead design of application "Parrot", from concept development through rounds of testing and prototyping to final spec delivery.
- Designed the self-diagnose feature in the "Kaiser Permanente" health application. Defined wireframes, interactions, and visual elements.
- Developed concepts and storyboards of "Mapfre", car insurance service design project.

### Whipsaw : Interaction & Industrial Design Intern

San Jose, CA // May - Aug 2013

- Defined the wireframes and main features of a client's mobile application
- Developed concepts and storyboards for multiple projects along with industrial design teams.
- Participated in client meetings, evaluating marketing values, and identify user needs for both digital and physical products.

### Lenovo : UX / UI Design Contractor

Beijing, China // 2011-2012

- Designed the default android system for Mobile device "Lephone", with a focus on the home screen, contact list and dial pad.
- Worked with software engineering team on open beta release.
- Lead visual design of the android game shop application.
- Conducted usability studies and analyzed research feedbacks.