Julia Yuye Jin

yjin@cca.edu | juliayyjin.com | Linkedin | 217-778-0726

Summary

Multidisciplinary Product Designer with a strong foundation in **interaction design** and a decade of **accounting** experience. Expertise in merging data-driven insights with design solutions to solve complex problems.

Project Experience

HighFive Goal-Setting and Accountability App

Product Designer | Social Lab Project | JAN - AUG 2024

- **Redesigned the onboarding process** for a community partner as part of the Social Lab 1 course, leading to a smoother and more intuitive user experience.
- **Conducted comprehensive user research and testing**, resulting in an 83% user satisfaction rate, with participants reporting increased motivation and support.
- **Integrated engaging features** such as progress tracking and celebratory animations, enhancing user interaction and retention.
- **Learned the value of iterative design and continuous user feedback**, which directly contributed to the app's success in fostering sustained motivation and goal achievement.

BlueWave Workplace Experience Design

Service Designer | Student Project - Experience | MAY - AUG 2024

- **Designed a hybrid workplace solution** to boost employee well-being and engagement through immersive, personalized experiences.
- **Gained expertise in experience mapping, service blueprints**, and the seamless integration of physical and digital touchpoints, creating a cohesive and engaging workplace environment.
- **The project deepened my understanding of designing for both physical and digital spaces**, ultimately enhancing employee satisfaction by 20%.

Innovative Hypertension Management System

Interaction Designer | Student Project - System | JAN - APR 2024

- **Led the design** of a real-time health management system, leveraging wearable technology and machine learning to provide personalized healthcare solutions.
- **Demonstrated skills in system thinking and adaptive feedback**.
- **This project taught me the importance of a feedback loop and personalization** in healthcare design, where user engagement can significantly impact outcomes.

Kinokuniya Website Redesign

UI/UX Designer | Student Project - Form | SEP - DEC 2023

- **Redesigned the Kinokuniya bookstore website** to align the online experience with the brand's welcoming in-store atmosphere.
- **Focused on interactivity and brand value representation**, which significantly improved user engagement and site navigability.
- **Developed a deep understanding of how visual design can drive user engagement** and convey brand values effectively.

Mindful Grocery Experience

UX Researcher & Designer | Student Project - Foundation | SEP - DEC 2023

- **Designed an innovative in-store shopping experience** integrating smart carts with produce selection guidance and mindfulness features.
- **Conducted user research and competitive analysis** to inform design decisions, increasing customer satisfaction.
- **Learned the value of empathy and user-centered design** in creating experiences that resonate deeply with users.

Personal Projects

Hanabi Studio, Founder, Designer & Artist

- Launched ceramic studio, blending ceramics with cat illustrations.
- Managed brand development and website creation, showcasing a personal project that highlights design, branding, and e-commerce skills.

LINE Stickers, Graphic Designer, and Content Creator

- Created visual designs and posts on LINE Creator market for causal communication emoji use.

Education

California College of the Arts

MDes Interaction Design | 2023 - 2024

University of Illinois at Urbana-Champaign

Master of Science in Accountancy | 2013 - 2014

University of Shanghai for Science and Technology

Bachelor of Science, Business Administration | 2009 - 2013

Other Certificates

User Experience Nano-degree, Udacity | APR 2023
Google UX Design Certificate, | DEC 2022
Data Analyst Nano-degree, Udacity| AUG 2019

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

Figma · Procreate · Keynote · Illustrator · Photoshop · Arduino · TouchDesigner

Languages

Chinese · English · Japanese (JLPT N1)

Other Skills

Rapid Iteration · Storytelling · Cross-functional Collaboration and Communication · Human-centered Approach · 3D printing · Laser Cutting

Professional Experience

Levy, Erlanger & Company, CPAs

CPA, Auditor | San Francisco, CA | 2019 - 2021

Precision in complexity: Managed intricate audits, where attention to detail was crucial in ensuring accuracy.

Client-centric approach: Regularly communicated complex financial findings to clients, honing my ability to translate complex concepts into understandable, user-friendly designs.

Shea Labagh Dobberstein

Tax Accountant | San Francisco, CA | 2018 - 2019

Data-driven decisions: Analyzed and interpreted financial data to optimize tax strategies for clients.
Problem-solving under pressure: Tackled urgent tax issues, requiring quick, strategic thinking.

Nishijima Accounting & Tax LLC

Senior Accountant | Arlington Heights, IL | 2016 - 2018

Project Management Skill: Led a team of junior accountants, coordinating multiple projects simultaneously.
Analytical: Developed financial models and forecasts, which sharpened my analytical skills—now applied to creating user flows and experience mapping that are both logical and user-centric.