




HAITONG YE

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 Boston, MA

UX SKILL

Design Thinking
Information Architecture
User Research
Journey Mapping
Persona
Ideation
Sketching
Wireframing
Prototyping
UI/UX Design
Heuristics Evaluation
Usability Testing
Measuring Experience
Mobile Design

TOOL

Card Sorting
Storyboarding
Marvel
Sketch/Axure
Invision/Principle
Adobe Photoshop
Adobe Illustrator
Web Analytics
CMS

LANGUAGE

Chinese (Native)
English (Proficient)
French (Fluent)
Japanese (Intermediate)

ORGANIZATION

Strategic Thinking
Project Management
Communication
Presentation
Teamwork
Diverse Mindset

ABOUT

I'm Haitong, a current graduate student in human-centered design. I have great passion in experience research/design and I am looking for an internship/position opportunity in the field.

EXPERIENCE

Promotion Specialist | May - Nov 2016
Sainstore Inc. (Ecommerce), Dongguan, CHINA

- Established and Managed ecommerce website
- Improved web experience by collaborating with UI developer and visual designer
- Enhanced brand awareness with digital communication

International Digital Marketing Intern | Feb - Aug 2015
Saint-Gobain Glass (Global Glass Maker), Paris, FRANCE

- Managed SEO project on corporate websites in 9 countries
- Collaborated with a French SEO consultant and an Indian development team
- Increased the website traffic by 60%

Global Network and Client Support Intern | Jan - Jul 2014
Kompas (Global B2B Data Search Engine), Lyon, FRANCE

- Supported global partners and clients to use the new website at the launching period
- Reported quality issues and improvement ideas to product team
- Demonstrated new website features to the Chinese franchiser

EDUCATION

Master of Science in Human Factors in Information Design,
Candidate | Sep 2016 - Dec 2017

Bentley University - Graduate School of Business, Waltham, MA

Master of Science in Management | Sep 2012 - Apr 2016
EMLYON Business School, Lyon, FRANCE

Bachelor of Art in Advertising | Sep 2008 - Apr 2012
Jilin University - College of Humanities, Changchun, CHINA

Nagoya University Program for Academic Exchange |
Oct 2010 - Aug 2011
Nagoya University, Nagoya, JAPAN

ACADEMIC PROJECTS

Re-experiencing L.L.Bean Android App

**L.L.Bean, Inc.(Mobile Retail)*

Conducted user research on the new android app experience, found the gaps, prototyped and tested proposed experience in a design sprint.

Exploratory User Research

**Pegasystem Inc. (Online Learning)*

Conducted interviews to study self-directed learning behaviors of participants, looked for themes and patterns, created a journey map and two personas.

Usability Testing

**The Mathworks, Inc.(Gaming Platform)*

Conducted expert review and task-based usability testing on Cody, an online community to learn and practice MATLAB coding language.