

# CARINA YU

## Product Designer

3 years of experience in helping companies research, ideate, prototype and test product solutions.

yucarina@cca.edu  
www.yucarina.xyz

## EDUCATION

2018 - 2019

### Master in Interaction Design

California College of the Arts

2014 - 2018

### Bachelor of Business Administration

The University of Hong Kong  
(Double major in Marketing,  
Global Creative Industries)

## SKILLS

### Design

Sketching, Wireframing,  
Information Architecture, Task  
analysis, User flow, Prototyping,  
Branding, Style Guide,  
Illustration

### Research

Affinity Diagram, Contextual  
Inquiry, Interruption study,  
Persona, Interview,  
Storyboarding, User testing,  
Survey Design, Survey Data  
Analysis

### Tools

Figma, Sketch, Principle,  
Invision, Illustrator, XD,  
Photoshop, After Effects,  
Premiere Pro, InDesign

### Languages

English, Cantonese, Mandarin

## WORK EXPERIENCE

DECEMBER 2020 - PRESENT

### Microsoft, Interaction designer (Contract)

- Worked with the Whiteboard team to revamp the virtual whiteboard experience for educators and enterprise users.
- Designed features including responsive layout, mind map creation, accelerators, teaching and on-boarding.

NOVEMBER 2019 - SEPTEMBER 2020

### Facebook, UX designer (via Tailored Management)

- Collaborated with Designers, Engineers, Marketers and Product Managers at the Business and Ads Growth team.
- Designed and shipped a performance monitoring dashboard through rapid research and iterative wireframes.
- Simplified and optimised the user flow to improve the quality of business communication that reaches millions of Facebook users.

NOVEMBER 2019 - FEBRUARY 2020

### Atmosfy, Part-Time UI/UX designer

- Atmosfy is a video-first hospitality platform for discovering dining and nightlife, and it is currently scaling internationally in 150+ Cities.
- Designed, shipped and tested social features including user profile creation, business reviews, and business discovery concierge. The features have successfully contributed to the increase in users engagement and retention.

JANUARY - JULY 2018

### Pollar, Design founder

- Pollar is a data collection tool that distributes polls through the chatbots of online shops.
- Researched, designed and prototyped the product that successfully attained HKD \$100,000 seed fund from the Cyberport Creative Micro Fund, an accelerator that incubated unicorn start-ups like GoGoVan.
- Secured 5000+ potential poll respondents for market researchers through online shop partnerships.