SHAHUAN "LILY" SUN
UX DESIGNER

EXPERIENCE

UI/UX Designer
Duelit, Jan 2023 - Present

- Collaborated with the design team to redesign the app's user flows and high-fidelity screens which has decreased accidental account deletion by 90%
- Designed high-fidelity screens for the Tournament Flow to increase user engagement by 20% and received positive feedback from stakeholders
- Created mobile game assets for 3 games, including game logos, home screens, navigation icons, game covers, and game tutorials
- Improved game assets guide with the development team, increasing delivery efficiency by 5%
- Coordinated with the COO to customize 3 designs for social media banners and podcast cover to align with the company's branding strategy
- Conducted field research to implement Dynamic Betting in the app and synthesized those discoveries into 3 solutions to implement wager adjustment

UI/UX Designer
OurDate, Apr 2023 - Jul 2023

- Designed primary pages for the company website, resulting in a 20% increase in time spent on the site
- Conducted usability, accessibility, and prototype testing with the design team and received a 100% positive feedback on the new website theme
- Created user flow diagrams for the mobile app, simplifying user flows and improving retention by 15%
- Optimized mobile app design and improved chat feature by creating 17 high-fidelity screens, increasing user satisfaction
- Ensured brand consistency by optimizing components and theme colors in the design system, which increased brand recognition by 20%
- Followed Agile methodology including daily stand-up and weekly sprints to keep the team informed and meet project deadlines

EDUCATION

UI/UX Design Bootcamp and Web Developer Bootcamp
Udemy E-Learning, Jun 2022 - Mar 2024

- Total lectures: 1290   Total Hours: 154

Associate in Arts, Natural Sciences
Pasadena City College, Aug 2018 - Aug 2020

- Cumulative GPA: 4.0/4.0

PORTFOLIO

Lily's Portfolio

CONTACT

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SKILLS

Design
User Interface Design
Interaction Design
Product Design (Lo-Fi, Hi-Fi)
Mobile App/Web Design
Information Architecture
User Flows
Wireframes
Rapid Prototyping
Mockups
Logo Design

Research
Field Research
Competitive Analysis
User Interviews
User Surveys
User Personas
Card Sorting
User Journey
Storyboards
Usability Testing

TOOLS

Figma
Adobe XD
Illustrator
Photoshop
InVision
Miro
Basic knowledge of:
HTML, CSS, JavaScript,
and React

LANGUAGES

English
Mandarin