



LUFENG DAN BAI

LufengdanBai.com

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SUMMARY

Performance-oriented user experience and interface designer with excellent understanding of user research, technologies, accessibility requirements and performance capabilities. Dedicated to optimizing design, prototyping, and testing ideas with customers.

EXPERIENCE

User Experience Designer / McMaster Automotive Resource Centre - Hamilton, ON

05/2022 - 05/2023

- **Conduct multiple user interviews and create different personas** with established user pain points and provide accessible mobile applications.
- Propose and explain recommended Union station tickets services through User journey map to **meet customer needs and solve specific problems.**
- Created and improved visual designs to catapult websites forward in terms of looks and usability. - **Create 5+ high-fidelity prototypes** for different Cubic plans.
- Leveraged expertise in **user preferences and accessibility requirements** to establish mobile application design specifications and optimize approaches.
- Improved operations by **working with team members** and customers to find workable solutions.
- Added enhancements and new features to older mobile application design, implementing user-friendly designs.

User Experience Designer / PinZhi Ads - NanJing, Jiangsu

05/2021 - 09/2021

- **Communicated with customers to understand particular needs** and identify products and services best suited to helping in achieving goals.
- Translated observational data from contextual investigations, interviews and natural observations into **user needs and functional requirements.**
- Reviewed solutions to verify alignment with customer objectives, organization guidelines and benchmarks and industry best practices.
- Worked closely with team members to deliver project requirements, develop solutions and meet deadlines.

User Experience Design / McMaster Automotive Resource Centre - Cubic Frictionless Project

- Spearheaded “Frictionless” as a new concept for a comprehensive tool designed to **make customers' rides more efficient**.
 - Developed user onboarding and data collection processes to promote trust integration, achieving an **80% successful completion rate** in initial testing.
 - Collecting data within the station through sensors to provide frictionless entrances to control the flow of people is expected to reduce congestion during peak hours.
 - Innovatively develop the "Gamification" function to alleviate users' negative emotions about public transportation.
 - **Implemented accessibility-focused features**, user usage and trust will increase by more than 20%.
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EDUCATION AND TRAINING

Bachelor of Arts: Interaction Design

09/2019

Sheridan College Institute of Technology And Advanced Learning - Oakville, ON

Associate of Arts: Art Fundamental

01/2019

Sheridan College Institute of Technology And Advan - Oakville, ON

SKILLS

- **User Experience**
 - -User research/User Journey Map/User Analysis
 - - Persona/User Interview/Usability test
 - **User Interface**
 - - Prototype/Wireframe/Visual system/Storyboarding
 - Effective Customer Relationship Building
 - Project/Data Management
 - Problem/Conflict Resolution
 - Organizational Skills/Critical thinking
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TOOLS

- Figma/Adobe XD
- Adobe Photoshop/Illustrator/InDesign
- Miro/Canva/Mural
- Wix/Webflow/WordPress
- Html/Css/P5JS/C4D