

YILIN GAO

UX Designer | UX Researcher

PORTFOLIO WEBSITE:

<https://www.gyldesigns.com>

LINKEDIN:

<https://www.linkedin.com/in/yilingao66>

Email: thisisgy@gmail.com

Phone: +44 7500 733 184

London, United Kingdom

SKILLS

- User Research
- User Interview
- Persona and Journey Mapping
- Information Architecture
- Collaboration and Communication
- Compliance and Security
- Data Analysis
- Research Tools (e.g., UserZoom)
- Design Tools (e.g., Sketch, Figma)
- Collaboration Tools (e.g., Mural)
- Facilitation and Presentation

PROFILE

I am an experienced mid-level UX designer with a strong background in user research and a passion for creating exceptional user experience in financial industry. I seek to apply my expertise in human-centered design to drive innovation and improve financial services.

PROFESSIONAL SUMMARY

- Proven ability to gather user insights and translate them into effective UX solutions.
- Skilled in conducting in-depth user research, usability testing, and creating personas and user journey maps.
- Collaborative team player with a deep understanding of financial industry compliance and security concerns.
- Expertise in crafting user-centered experiences, build a 0-1 digital product that drive engagement and satisfaction.
- Strong problem-solving skills and an advocate for continuous improvement in design processes.
- Sell UX ideas by understanding stakeholder motivations, communicating value and calculating impact and to build the business case for ideas.

WORK EXPERIENCE

Fidelity International – Global Digital Experience Manager

London, UK | Aug 2021 – Now

- Led the user research efforts to understand customer needs and performances, resulting in a 30% increase in user satisfaction.
- Created and maintained user personas, task flows and journey maps to guide design decisions for a 0-1 award winning product.
- Designed, conducted and analysed usability testing to identify and address pain points in online investment experience.
- Collaborated closely with cross-functional teams to ensure the integration of user-centric design into product development.
- Ensured compliance and accessibility and maintained a focus on data security.

Eventogy – UX/UI Designer

London, UK | Feb 2021 – Aug 2021

- Collaborated with senior designers to create user-centred interfaces for SAAS and mobile applications.
- Assisted in conducting user research and usability testing to gather insights for design improvements.
- Developed wireframes, interactive prototypes, and mock-ups for all-in-one bespoke event platform.
- Participated in design critiques and team discussions to refine designs.
- Gained hands-on experience with design tools like Adobe XD and contributed to design projects.

22 Enterprises – Junior UX Designer

Remote/London, UK | May 2020 – Feb 2021

- Produced market research report on major e-commerce platforms regarding user experience, competitive analysis and user interface that helped company win the initial investment pitch.
- Delivered low-fidelity user interface, sitemap and task flows based on the research to visualize the business idea to stakeholders.
- Led a small group to work on logistics for the website launch, adding proven business value to the project.
- Presented tangible outcomes including UX testing report to optimize user experience for users.

EDUCATION

Flatiron School UX Design Bootcamp

Online / London | Sep 2019 - May 2020

- Learned User-Centric Design process, design thinking ability and UX design skills using industry standard tooling such as Sketch, Adobe XD and Figma.
- Built individual and group projects to deliver end-to-end UX solutions from user's perspective for a variety of industries.
- Enhanced teamwork, communication and time management skills, developed an eye to details.

University of Westminster - MA International Media Business

London, United Kingdom | Sep 2018 - Sep 2019

- Developed business acumen by delivering branding and marketing strategies to build quality communication for a start-up business plan.
- Cultivated digital media production and analytical skills and a thorough understanding of the media business development process.

- Delivered digital marketing and PR plans to improve the brand image and sales for a simulated fashion project.

University of Shanghai for Science and Technology - BA Advertising

Shanghai, China | Sep 2014 - Jun 2018

- Learned and practiced graphic design, copy writing principles and video production.
- Advanced advertisement production skills.

AWARDS & CERTIFICATES

Norman Nielsen Group UX Training Courses | 2023