# QINGQING YUE
## PRODUCT DESIGNER

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## WORK EXPERIENCE

### Projectdotfus LLC

Product Designer             San Jose / Jul. 2023 - Oct. 2023

- **Collaborated** with cross-functional teams to achieve alignment with Product goals, ensuring a cohesive product strategy.
- **Presented** design work to senior leadership, facilitating a clear understanding of design decisions and gathering valuable feedback to enhance project outcomes.

### Vibrant America

Visual / Product Designer    Santa Clara / Aug. 2020 - Jul. 2023

- Spearheaded UX research and UI design for the **Vibrant America Phlebotomy APP**, improving appointment management and workflow efficiency for phlebotomists.
- Collaborated with a design team to overhaul the **Vibrant Wellness website and VA portal Provider version**, delivering an enhanced user experience, streamlined navigation, and an engaging interface, resulting in a significant boost in user engagement and conversion rates.
- Led a cross-functional team to develop an **interactive report system** and orchestrated the **redesign of test report templates** for Vibrant America and Vibrant Wellness, ensuring improved user engagement and a cohesive visual identity.
- Contributed to **motion graphic projects** by providing valuable support and enhancements to improve visual storytelling.

## INTERNSHIP

### Kitkaton

Product Designer             San Francisco / Aug. - Oct. 2019

- Crafted a minimalist web design layout for an influencer website, establishing a sleek and modern aesthetic.
- Initiated and managed a captivating passion project to draw visitors to the website.

### YADAV Jewelry

Graphic Designer             San Francisco / Feb. - Apr. 2019

- Designed conference materials, packaging, and a comprehensive brand system, encompassing booklets and branding elements.
- Developed a stationery system and product packaging.

## EDUCATION

Academy of Art University
BFA School of Graphic Design
Sep 2016 to May 2020

## SKILLS

**Design**
Sketching, Wire-framing, Prototyping, Information Architecture, Task Analysis, User Flow, Branding, Style Guide, Illustration, Packaging

**Research**
Interview, Persona Building, Matrix Analysis, Process Mapping, Usability Test, Survey Design, Survey Data Analysis

**Tools**
Figma, Adobe Creative Suite, Sketch, Wordpress, Blender in processing

**Development**
HTML, CSS, Java in processing

## LANGUAGES

English, Chinese (Mandarin)

## REFERENCE

Available Upon Request