

Eva MU

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Tools

Figma, Adobe XD, Photoshop ,
Maze, Illustrator, HTML, CSS

Skills

Digital Marketing

Rapid Prototyping

Research Analysis

Usability Testing

Heuristic Evaluation

Certificate

Coursera: **University of Michigan**
User Experience Principles and
Processes

Google Analytics for power users

Freecodecamp: Responsive design

Education

Jincheng College of Sichuan
University

Sep 2017 - Jul 2021

BA in French

Work experience

UX/UI Designer / Shopperplus (Nov 2022 – Apr 2024)

Redesigned the website and application, creating over **80 high-fidelity** designs, **resulting in a 22% increase** in conversion rates.

Led the design and implementation of a new membership program from 0-1, significantly improving user engagement and achieving a **36.9% increase in high loyalty users**.

Collaborated with developers, product managers, and other stakeholders to ensure alignment and successful project execution.

Delivered design specifications and assets to the development team and provided ongoing support during the implementation phase.

UX/UI Designer / Freelance (Jan 2022 – Nov 2022)

Communicate with stakeholders to define targeted users, deliver user flows and wireframes, and ensure responsive design.

Created a style guide to ensure the design matched brand identity.

Optimizing experiences by incorporating insights and business requirements.

Digital Content Creator / Wechat (Jan 2021 – July 2021)

Create visual content to attract target audiences, express the company's core values, post-views 1000+.

Designed the layout, color, typography, picture of content and improved user experience according to users' feedback.

Volunteer

Web Manager / Pink revolution (May 2022 – Oct 2022)

Redesign website layouts, navigation flows, and any related needs for the website. Collaborate with other team members to optimize the user experience and help maintain the design system