



Yucheng Hang

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Biography

I am a UX designer with 2+ years of experience that enthusiastic about emerging technologies and talented at creating problem-solving products that craft intuitive user experiences. Believe in empathy and storytelling, I identify design problems through user research and provides creative solutions through sketching and prototyping.

Skills

Design

Storyboard | Sitemaps | User flow
Persona | User stories | Wireframes
Prototypes | Mockups | Style guides &
pattern library | Illustration | Motion
Design | Graphic Design | Video Editing

Research

Competitive Analysis | Contextual
Inquiry | Interview & Survey | Usability
Testing | Heuristic Evaluation | A/B
Testing | Cognitive walkthrough

Software

Prototyping

InVision | Figma | Sketch | Keynote
Adobe Xd | Zeplin

UX & Visual Design

Illustrator | Photoshop | Indesign

Motion

After Effects | Premiere

Programming

HTML/CSS | JavaScript | Wordpress
Bootstrap | A-frame | Phaser3

Education

University of Connecticut

MFA, Digital Media and Design

Aug 2019 - May 2021, GPA: 4.0/4.0

Core courses

Interaction Design | Web Design |
Interactive Storytelling | Motion Design

Nanjing University of Posts and Telecommunications

B.E., Digital Media Technology

Aug 2015 - June 2019, GPA: 3.89/4.0

Core courses

Graphic Design | Film Production
Video Editing

Experience

Digital Designer | UConn Tech Park Aug 2019 - Present

- Independently designed a series of 18 promotional posters. Coordinated with researchers to gather content and confirm technical accuracy details. Accepted feedback through several revisions to arrive at the final design satisfying various stakeholders' requests.
- Ideated, sketched and animated two promotional animations with **Illustrator** and **After Effects**, which were allowed to display at the building entrance and selected by the executive director to use in his annual report presentation.
- Responsible for **digital marketing** of the official LinkedIn account. Provided content by creating imaginative animated GIFs, illustrations, and infographics. Updated twice a week and in a total of 20 posts.

User Experience Designer | ArtNest App Sep 2020 - Dec 2020

- Gathered, evaluated, and synthesized user needs through questionnaires and 1 on 1 in-depth interviews.
- Illustrated and presented design ideas using **storyboards** and **sitemaps** to key stakeholders.
- Identified **personas** and ensure core features according to the research results.
- Adopted agile development methods to create and prioritize **user stories** and **user flows**, and designed wireframes based on them.
- Designed and prototyped high-fidelity interfaces with **Figma**.
- Planned and conducted **usability testings** for design iterations.

Web Designer | UConn CETL May 2020 - Aug 2020

- Used **HTML/CSS/WordPress** to independently completed 12 web pages from conception to development including wireframes, style tiles, hi-fi prototypes, and **responsive design**.
- Initiated and designed graphic elements like banners, icons, widgets, and menus to improve visual experience and functionality.

User Experience Designer | SPINE App Jan 2020 - May 2020

- Conducted **heuristic evaluation** and collaborated with stakeholders to identify potential usability and design space in the current SPINE App.
- Led design in refreshing the overall user experience of SPINE App by contributing creative solutions for information architecture, user flows, and aesthetic interfaces with **Sketch**.
- Established **design guidelines** including style, layout, UI components, and patterns to maintain a scalable and consistent visual system.
- Worked closely with developers to conduct weekly product requirements and design reviews to ensure product delivery.