YIFAN **MAO**

UX Designer | Product Designer

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Experience

Senior UX Designer @AKQA-Apple
2021 - Present

- Designed interactive experiences across Apple's online store and mobile app to drive consumer growth.
- Designed and launched a modular design system delivering consistent experiences across any Apple seasonal shopping platform while streamlining design and development cycles.
- Co-led the e-commerce strategies to drive conversions for Apple online retail platforms and secure buy-in from cross-functional stakeholders.

Product Designer @Pendulum
2020 - 2021

- Designed the end-to-end flows of 2 new features on the analytic tool to help small-to-medium fashion businesses optimize sales.
- Designed and developed the design system for Pendulum products to ensure the consistency and increase efficiency for development.
- Organized and managed research initiatives to get an understanding of the market and customized experience for customers.

UX Design Consultant @New School San Francisco
2019 - 2020

- Designed for the student transportation system of the charter school.
- Partnered with school leadership and parent committee to conduct research that uncovered the need for equitable transportation.
- Designed the communication strategy of ongoing planning to the parents and got 94% of them to support the proposal.

Education

California College of the Arts
2019 - 2020

MDes Interaction Design

Loughborough University
2017 - 2018

M.A. User Experience Design

Nanjing Forestry University
2011 - 2015

B.S. Industrial Design

Skills

Design	Research	Prototyping
User Interface Design	User interview	Rapid Prototyping
Interaction Design	Competitive Analysis	High-fidelity Prototyping
Motion Design	Data Visualization	Arduino
Service Design	User Journey Mapping	HTML/CSS
Design System	Persona Hypothesis	
	User Testing	