

Yuxuan (Kelly) Du

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EDUCATION

ArtCenter College of Design

MFA in Media Design Practices

09/2025 - current

Pasadena, United States

University of Waterloo

Bachelor of Global Business and Digital Arts with Honors

09/2016 - 05/2021

Waterloo, Canada

- **UI/UX related course:** GBDA 103 User Experience Design (94/100), GBDA101 Digital Media Design and Production, GBDA201 Digital Media Project I&II, GBDA228 Digital Imaging for applications, GBDA304 Marketing in the Digital World, GBDA306 Ethics and Values in Design, GBDA401 Cross-Cultural Digital Business I&II, GBDA403 E-Portfolio I&II
- **Programming and Quant:** CS106 Introduction to Computer Programming 2, GBDA205 Quantitative Methods, CS330 Management Information Systems
- **Honors: University of Waterloo Merit Scholarship 2018**

SKILLS

Skills:

- UX/UI: Wireframing, User Research, Visual Design, Usability testing, Prototyping, Information Architecture, Interaction Design, Data-Driven Design, 3D
- Programming Technologies: **HTML, JavaScript, Python**
- Design Tools: Adobe Photoshop, Illustrator, Premiere Pro, Figma, Balsamiq, Blender, Unity, TouchDesigner, Arduino

WORK EXPERIENCE

Royal Holidays LTD

Product UI Designer & Travel Advisor

08/2023 – 04/2025

Calgary, Canada

- Designed and improved over 50 app pages and 20 advertising assets, creating user-friendly interfaces tailored to the needs of travel enthusiasts.
- Conducted user research sessions involving 150+ participants through surveys, interviews, and usability testing, leading to actionable insights for app and website improvements.
- Implemented design enhancements that resulted in a 20% increase in user engagement and a 15% boost in completed bookings over a six-month period.
- Created high-fidelity wireframes and interactive prototypes for 4 major app features, including personalized trip recommendations and seamless booking workflows, reducing task completion time by 25%.
- Collaborated with marketing and engineering teams to launch 3 new campaigns, driving a 10% increase in ad click-through rates with visually compelling designs.

Halo Bubble Dry Cleaners

Administrative Analyst

08/2021 – 08/2022

Toronto, Canada

- Managed 7 customer service WeChat accounts and other social media platforms, such as Instagram and Xiaohongshu, improving customer engagement by designing visually appealing posts and user-friendly layouts for promotions.
- Created simple, branded designs for social media advertisements and digital assets, ensuring consistency in the company's online presence.
- Enhanced customer communication processes by implementing a streamlined email template system, reducing response time by 20% and increasing customer satisfaction.
- Designed an onboarding guide for new employees, incorporating intuitive visuals and step-by-step instructions to ensure a 30% faster training process.

China Asia Economy Development Association Committee

Product Design Intern

06/2019 – 08/2019

Beijing, China

- Designed and iterated high-end product packaging and brochures for Liaoning Sea cucumber products, aligning visual identity with the brand's premium positioning using Photoshop and Illustrator.
- Enhanced user engagement by incorporating a storytelling approach in brochure design, effectively merging the concepts of sea cucumber and red wine, which earned recognition from leadership.
- Collaborated with the marketing team to conceptualize and prototype 3D packaging models using CAD, ensuring a seamless unboxing experience for users.

- Conducted usability testing on packaging prototypes, gathering feedback to improve clarity and organization in the design and optimize product brochures with clear visual hierarchies, improving information readability by 30%