

YUNFANG LU

LEAD UX ARCHITECT

yonflame.com
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EDUCATION

Design Research

Stanford continuing studies
Grade A

User Experience Design

General Assembly
Certificate of completion

MBA

Institute of Business and
Management, National ChiaoTung
University
GPA 4.0

TOOLBOX

- UX Architecture
- Web Site Analytics
- Persona Creation
- Workflow/Wireframe
- Usability Test
- Sketch/Adobe XD/InVision
- Slack/Zoho
- SPSS/SAS/SQL

EXPERIENCE

Lead UX Architect

Sep 2018 – Present

New Garden, Taipei City

Responsible for all process, from strategy, scope, structure, skeleton, and surface

- Lead embedded, Backend, Frontend, App, and design teams projects (2 Apps, 2 platforms and 10+ products)
- Implement Sprint and standup meeting to track and iterate projects and products
- Defined structures and components to improve work efficiency for cross-teams and vendors
- Meet with clients to clarify specific requirements

Lead UX Designer

Sep 2017 – Present

HappyEarth, San Francisco

Overhauled UI design, social media marketing, e-commerce for the product entering the US market

- Facebook ads CVC \$0.13-0.25, CTR 4.5%-5.5%, CVR 5%
- Increased sell-through rate over 80% in three months
- Conducted user research to distill users' real behavior: versatile superior to green living
- Increased Facebook English-speaker likes by 762 people and non-English speakers likes by 44 people

Columnist

Feb 2011 – Oct 2017

Freelance, San Francisco

Pointed out problems and shared experience with the public to broaden their horizons.

- Designed the user-centered website (443K+ visitors now)
- Write new monthly articles on Mombaby with 440K+ followers on Facebook
- Contributed over 40 articles to Kidsplay with 350K+ followers and Mamaclub with 1.3M+ followers

Government Data Analyst

Sep 2009 – Jan 2011

City Hall, Taiwan Capital

Collected, analyzed and disclosed government's open data to increase citizen participation

- Edited the annual statistical abstract(100+ pages)
- Examined and verified 43 International Cities Stats Index and government departments data
- Constructed municipal indicators database
- Wrote annual essays for future decision making