

Carolyn Yu

UX Designer

EXPERIENCE

UX Design Consultant

Center for Digital Experiences at Pratt Institute

Aug 2022 - May 2023 | New York, NY

Revolutionized User Experience at Brooklyn Museum through UX Capacity-Building.

- Conducted interviews with museum staff, extracted **106 insights** on UX capacity and consolidated them into 3 recommended learning topics.
- Led **2 workshops** and designed **5 interactive activities** to enhance understanding and application of UX principles among participants.
- Achieved 23.7% improvement in UX knowledge for museum staff, validated through assessment and feedback.

UI/UX Designer

Rescue City

Feb 2023 - May 2023 | New York, NY

Revamped the Rescue City website to drive increased adoption and donation support, resulting in an impressive 20.75% improvement in **usability** for the foster and adopt journey after **2 iterations**.

- Enhanced donation support through **trust-building strategies**, including reorganizing information architecture, showcasing impact, and leveraging social media integration.

UX Designer

Kazani Beauty

Aug 2021 - Dec 2021 | New York, NY

Enhanced the usability of the Kazani Beauty website through **moderated user testing** and implemented 6 recommendations, resulting in 25.5% improvement in **usability**.

- Designed 6 tasks and questionnaires to target users' purchase intention.
- Synthesized 83 findings, narrowed down to 4 key categories using the **rainbow sheet** methodology to enhance purchase flow, trust-building, and navigation.

Lead UX Designer

DITL Design X Taipei City Government

Sep 2019 - Feb 2021 | Taipei, Taiwan

Developed a Bus Reservation Service for People with Visual Impairments.

- Led a 4-people multi-disciplinary team of 2 UI designers and 2 software engineers.
- Designed **mobile device design guidelines** of **Auditory User Interface** and **Graphical User Interface** for people with visual impairments.
- Developed high fidelity prototypes via Xcode which provide realistic experience on bus-reservation mobile App for field studies.
- Improved **System Usability Scale** Score by 25.3% after 3 iterations based on user research conducted with 78 participants.

UX Designer & Researcher

Department of Design, National Taiwan University of Science and Technology

Dec 2018 - Aug 2019 | Taipei, Taiwan

Explore haptic devices as a VR sickness solution that address **Virtual Reality** (VR) sickness.

- Designed and developed a **wearable haptic device** that significantly reduced the average VR discomfort score (SSQ) from 22.2 to 9.2.
- Proposed hypothesis on discomfort reduction through step-synchronized haptic feedback and conducted validation experiments to analyze the VR walking experiences of 400 participants.

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ACHIEVEMENTS & AWARDS

Amazon Music Design Challenge Award

Mar 2023 | New York, NY

MuDiary: Redefining Music Listening with Memories and Emotions

(Granted \$1,000)

Red Dot Award (Best of the best)

Jun 2021 | Taipei, Taiwan

EyeBus: Bus Reservation Service for People with Visual Impairments

(Acceptance rate: 1.2%)

Pratt Institute Merit Scholarship

Academic Year 2021-2023 | New York, NY

Merit-based scholarship recognizing exceptional academic achievement and performance.

(Granted \$22,000)

Publication of ACM SIGCHI

Apr 2020 | Taipei, Taiwan

WalkingVibe: Reducing VR Sickness and Improving Realism while Walking in VR using Unobtrusive Head-mounted Vibrotactile Feedback

(Acceptance rate: 24.3%)

EDUCATION

Pratt Institute

M.S. Information Experience Design

Aug 2021 - May 2023 | New York, NY

National Chengchi University

M.S. Computer Science

Sep 2015 - Jul 2017 | Taipei, Taiwan

National Chengchi University

B.S. Computer Science

B.S. Digital Content & Technologies Program (Double major)

Sep 2011 - Jun 2015 | Taipei, Taiwan

SKILLS & METHODS

User Testing, Card Sorting, Tree Testing, Affinity Mapping, Competitive Analysis, Qualitative User Interview, Quantitative Analysis, Heuristic Evaluation, Contextual Inquiry, Wireframing, Prototyping, Design System

TOOLS

Figma, Sketch, Adobe Creative Suite, Xcode, SPSS, Arduino, Blender, Unity, HTML/CSS/Javascript, Swift, C/C++