
陈玉茹 - UX DESIGNER | UX RESEARCHER | PRODUCT DESIGNER



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个人简介

- 作为一名在跨领域拥有超过 5 年工作经验的UX设计师，我致力于将可持续概念融入产品开发。个人经验跨越多个行业，包括ESG数据解决方案、机器人运输、再生材料制造和艺术教育。
- 在UX研究，设计和战略方法方面拥有深厚的知识储备。我的技能组合包括使用 workflow、Adobe Suite、Figma和原型制作等设计工具。熟练掌握设计思维方法论、AGILE敏捷开发和协作团队领导。
- 作为一个主动的沟通者和合作者，对包容性设计有浓厚的兴趣。致力于提供有影响力的设计，提升用户满意度，并为业务成功做出贡献。能与一个对社会产生积极影响的团队一起工作会是我长久的职业目标。

工作经历

产品经理/UX设计师 — Seneca ESG Tech. Ltd

2022.5-2023.10 | 上海

- **[用户研究]** 研究ESG数据披露和管理使用的流程，与BD&Research团队一起分析利益相关者的需求，并提供用户旅程和业务环境。与跨职能团队合作，通过以用户为中心的研究方法来识别产品痛点：包括**角色定位**、**旅程地图**、**草图**、**线框**和原型来促进产品定义和开发。
- **[原型设计]** 将研究成果转化为直观的产品概念，提升用户体验。使用软件产品设计工具创建线框图和快速原型，包括 **Jira**、**Notion**、**Xmind**、**Figma**、**XD**、**PS** 和 **AI**。
- **[开发合作]** 与前端和后端开发人员密切合作以交付产品，使用Jira和AIGLE敏捷开发方法来调整跟进项目进度。从 0-1 架构构建，对软件开发流程有深入的了解。在多样化的业务单位中主持设计思维研讨会，促进创新与合作。与设计师、工程师和利益相关者密切合作，引导产品从构思到交付。
- **[产品运营]** 在企业环境中为用户需求提供支持和指导，保证运营交付顺利。负责在产品发布前进行可用性测试。规划、安排和计划设计细节，确保按时交付高质量成果。在项目执行中支持设计供应商和实习生，促进技能发展和团队合作。通过用户研究，原型设计，开发和产品交付的**一年期间，用户订阅率上涨300%**。
- **[海外BD]** 与Seneca的台北和新加坡团队合作开展项目，为领先的可持续发展客户团队提供各自行业的ESG数据解决方案，辅助业务发展会议，作为UX Researcher介入项目和BD流程。辅助参与**中英粤语**的demo call，**推进成功率80%**。

用户体验研究员 / 用户体验设计师 - YOGO ROBOT

2021.6-2022.3 | 上海

- **[用户研究]** 在to C运营项目中，执行设计解决方案，包括桌面研究、低保真线框、高保真原型、视觉设计和可用性测试。通过**观察**、**焦点小组**、**调查和访谈**等研究方法分析用户需求，确定室内机器人交付的创新机会。这将支持创意设计过程和战略决策。
 - **[交互设计]** 设计运输机器人的用户体验，重点关注照明、音频交互和机器人行为。熟练掌握 **Photoshop**、**Illustrator**、**XD**、**Final Cut**、**DaVinci Resolve**、**After Effects**、**iFlytek** 和 **Office** 文件等相关设计工具是交付 PRD 的必要条件。从0-1搭建机器人的声光电交互，新的行为设计运用在巡游，语音，帮买帮送及圣诞/春节等节日运营的机器人业务上。得到**三菱**，**阿斯利康**以及**瑞安地产**等客户的一致好评，辅助运营交付落地。
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- **[开发合作]** 与包括前后端开发人员、算法工程师、产品经理、UI设计师和其他软件架构师在内的多学科设计团队合作，实现UX设计。交互后台的设计让运营的**机器人交互发布时间缩短60%以上**，帮助C端运营团队拓展获客量和物业支持率。

工业设计课程产品经理(客户体验流程方向) - School of International Art

2017.11-2021.2 | 广州

- **[服务产品研发]** 研究和开发工业/产品设计教育服务工作流程，调查客户体验流程并收集 BD 销售的要求，以提供课程服务的全套服务产品设计。
- **[硬件原型制作&双语翻译]** 熟练掌握工业设计工具和方法，以及从物理到功能性 3D 打印原型的动手原型制作，以测试设计原则。参与和指导海外应用程序设计项目，与 RISD/ACCD 的海外教授合作举办workshop和seminar。主要职责包括课程内容制作、双语（英汉）翻译和项目指导。
- **[团队管理]** 管理并组建12人教学研发团队，领导工业设计导师部门，包括研发创新设计课程，建设工业设计团队，培训新导师课程指导和设备使用（如3D打印机、砂轮机、拼图、铣床）。三年内专业课程获客量稳定前三，个人学生录取率100%，团队录取率均在95%以上。

教育经历

Msc Industrial Product Design | Coventry University

2016-2017

- 以优异（Merit）成绩毕业；
- 授予 IDEA - 国际院长优秀学术奖学金。
- 获得 CMI 7 级战略管理和领导力证书。

BA Product Design | Coventry University

2014-2016

- 文学学士（行业提升）-以 2:1 学位毕业；
- 2016年受邀到伦敦CDC（中国设计中心）参加紫金大赛。
- 2014年获得国际奖学金。

*2014年通过**沈阳航空航天大学(2011-2014)**学分交换系统进入英国考文垂大学攻读第二学士学位

专业技能

- 熟练的视觉外形技巧，包括物理模型和数字模型（SketchBook、Procreate、XD、Figma、AI、PS）。
- 熟练掌握相关 3D 设计工具，包括 Rhino、Keyshot、3D 打印、原型制作。
- 中文，粤语母语，英语能够商务沟通。

奖项证书

- 谷歌UX设计证书。
 - 2014年中国大学生工业设计大赛辽宁区二等奖。
 - 2014年国际帝都杯家用电器设计大赛-优秀奖。
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YURU CHEN - UX DESIGNER | UX RESEARCHER | PRODUCT DESIGNER



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Personal Summary

With over 6 years of cross-disciplinary experience, I am a passionate UX designer dedicated to integrating sustainable circularity into product development. My diverse background spans ESG data solutions, robotic delivery, recycled material production, and art education. I possess extensive knowledge in design research and strategic approaches, coupled with expertise in tools like wireframes, Adobe Suite, Figma, and prototyping. As a collaborative communicator, I am enthusiastic about contributing to teams that make a positive societal impact.

Work Experiences

Product Manager/UX Designer — Seneca ESG Tech. Ltd

2022.5-2023.10 | Shanghai

- Responsible for pivotal projects: GHG Manager and Carbon Estimation; ESG Data Reporter and Metrics; ESG Investment Survey and Data Solution. **User subscription rate raised 300%** in one year.
- Project involvement includes:
 - **[User Analysis]** Researching ESG data disclosure and usage flows, analyzing stakeholders' needs, and creating user journeys and business environments.
 - **[UX Design]** Utilizing design tools like **Azure, Jira, Notion, Figma, Miro** and more for wireframes and quick prototypes.
 - **[AGILE Development]** Collaborating with front-end and back-end developers using Azure and AIGLE methodology, ensuring project alignment and progress.
 - **[Usability Test]** Conducting usability tests prior to product launch.
 - **[Bilingual BD]** Collaborating with Seneca's teams in Taipei and Singapore to provide ESG data solutions to sustainability client teams.

UX Researcher / Designer - YOGO ROBOT

2021.6-2022.3 | Shanghai

- **[User Research]** Identified innovation opportunities in indoor robot delivery through research methodologies like observation, focus groups, surveys, and interviews.
- **[Interaction Design]** Designed user experiences for delivery robots, focusing on lighting, audio interaction, and robotic behavior. Proficient in tools like Photoshop, Illustrator, XD, and more.
- **[Teamwork]** Collaborated across multidisciplinary teams to achieve UX design, including developers, engineers, and product managers.

ID Course Product Owner (CX journey) - SIA School of International Art

2017.11-2021.2 | Guangzhou

- **[User Analysis & Service Design]** Research and develop Industrial/Product Design education service workflow, investigate the CX journey and collect the requirements from BD sales to deliver the course service package.
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- **[Physical Prototype]** Skilled in industrial design tools and methods, and hands-on prototyping from physical cardboard to functional 3D printed prototypes to test design principles.
- **[Bilingual Translation]** Participate in and mentor overseas application design projects, cooperating with overseas professors from RISD/ACCD for workshops and seminars. My main responsibilities include course content production, bilingual (English-Mandarin) translation, and project mentoring.
- **[Team Management]** Led the industrial design instructors' department, including research and development of an innovation design course, building the industrial design team, and training new instructors in course mentoring and equipment utilization (such as 3D printers, wheel grinders, jigsaws, and milling machines).

Education Experience

Msc Industrial Product Design | Coventry University

2016-2017

- Merit (Merit) graduate with honours;
- Award the IDEA - International Dean's Excellent Academic Scholarship.
- Earned CMI LEVEL 7 Certificate in Strategic Management and Leadership.

BA Product Design | Coventry University

2014-2016

- Bachelor of Arts (Industrial Enhancement)-Graduated with a 2:1 degree;
- Been invited to the CDC (China Design Center) in London for the ZIJIN competition in 2016.
- Awarded the international scholarship in 2014.

In 2014, entered Coventry University for the second bachelor's degree via the credit exchange system from **Shenyang Aerospace University (2011-2014)*

Skills

- Vigorous visual ideation and sketching skills, both physically and digitally (SketchBook, Procreate, XD, Figma, AI, PS);
- Capable skills with relevant 3D design tools, including Rhino, Keyshot, 3D Print, hands-on Prototype
- Chinese solid and English verbal and written skills.

Awards & Certificate

- Google UX Design Certificate
- China's University Industrial Design Competition Liaoning Division - Second Prize
- Been invited to the CDC (China Design Center) in London for ZIJIN competition
- Award CUIDC (China's University Industrial Design Competition) Liaoning Division - Second Prize in 2014
- Award International DIQUE Home Appliance Design Competition - Excellent Work in 2014

Volunteer & Social Impact

Feminism Advocate Volunteer in FiLiA - Feminism organization | 2021-present

- Passionate FiLiA Volunteer | Chinese Women's Insight Contributor | Guest Speaker at FiLiA 2023

- **[Data Analysis, English Report, Chinese Translation & Public Speaking]** Collaborated with FiLiA, contributing cross-cultural insights on Chinese women's experiences. Played a role in crafting a comprehensive surrogacy report tailored to the Chinese context. Adept in cross-cultural communication, gender studies, and public speaking. Recognized for expertise in advocating feminism and fostering diverse dialogues.
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