

Yuwei Fu is an award-winning Lead User Experience Designer, working across kiosk, operation system, game, app, web, TV and installation in various industries. Usability, creativity, design thinking, management and collaboration are his core capabilities. He has worked at world-class digital agencies and coached startups on various components of user experience design and research.

## AWARDS

### Emmy Award

Outstanding Creative Achievement in Interactive Media

### Cannes Lion

### FWA Awards

### AWWARDS

### SIGGRAPH

## SKILLS

Information Architecture

User Experience Design

User Interface Design

Concept Design

Product Design

UX Research

UX Strategy

Usability Testing

## EDUCATION

MFA, Savannah College of Art and Design, Interactive Design and Game Development 2007 - 2010

BFA, Ming Chuan University, Graphic Design 1999 - 2003

## EXPERIENCE

### Consultant, Lead Experience Designer

04/2015 - present

Lead UX Designer for digital agencies including **Red Antler**, **Perception**, **The Working Assembly**, **Stinkdigital** and **RightToLeft**. UX Consultant at various national and international startups on various components of user experience design.

### Method Freelance Senior Interaction Designer

04/2016 - 04/2015

User Experience Lead for the kiosk ordering system of a largest global fast-food chain. Collaborated kiosk research, strategies, workshops and usability testing to create better UI and UX solutions. Created all UX documentation for current and future national and international kiosks. Enhanced customer experience and integrated global business and IT requirements.

### The Martin Agency Lead UX Designer

04/2015 - 07/2014

Lead Experience Designer on projects including **Microsoft** Cloud digital campaigns, **GEICO** mobile app, The Martin Agency website redesign and more. Helped to build the Experience Design department and brought UX thinking to the digital production process. Created responsive design wireframes and developed prototypes for various projects.

### Fantasy Interactive (Fi) Senior UX Designer

07/2014- 06/2011

Led the User Experience practice for wide ranges of clients across tech, entertainment, travel, sports and fashion industries. Selected clients include **Google**, **Samsung**, **Verizon**, **Nickelodeon**, **BET**, **Broadway.com**, **BahaMar Restore**, **Singapore Airline**, **Sports Illustrated**, **Golf.com**, **Balenciaga**. Collaborated on projects pitches, research, content strategy, interaction, and usability testing. Created UX solutions for responsive websites, mobile/tablet apps, mobile operation system, web application, TV, and exhibitions.

### Clinch Lead Experience Designer

03/2014 - 03/2013

Developed the concept of **Clinch**, a dynamic rich media advertising module on the fly. Lead Experience Designer for **Clinch** mobile app and web application. Helped Clinch mobile app localize in Asian markets including Greater China Region, Japan and Korea.

### SapientNitro Information Architect

06/2011 - 01/2011

Information Architecture and UX Designer for the website redesign of an international large software corporation, **CA Technologies**. Created concepts and wireframes for **Dove Chocolate** website, microsite and social medias.

### FOUR32C Freelance UX Designer

06/2011- 10/2010

UX Designer for **Teen Vogue** Insider app, **Vera Wang** Wedding app (featured on App store "What's Hot" and "App of the Week"), **Rolling Stone** Magazine event website, and **Billboard** Music Award website. Created sitemaps, wireframes and content strategy.

### MRM Worldwide UX Designer

01/2011- 08/2010

UX Designer for **Nikon** Ashton e-commerce websites, **Smirnoff** campaign websites, **Exxon Mobil** series product websites, and **Captain Morgan** social campaigns. Work included research, strategy, storyboards and wireframes. Designed innovated interactive installation combining music and mixology for Smirnoff campaign.

### R/GA Associate Interaction Designer

08/2010 - 03/2010

Interaction Designer for **Converse** global website including researches, content strategies and wireframes. Collaborated on **Nike** and **L'Oreal** pitches and concept developments.

### CP+B Interactive Technology Intern

09/2008 - 06/2008

Developed websites and designed banners for **Burger King**, **American Express Card**, and **Volkswagen**. Contributed creative technologies for various campaigns. Helped to build internal Labs and innovative prototypes for clients.