

# Yafan Wu

Legally authorized to work in the US.

## EXPERIENCE

### MetLife *Product Designer*

Sep.2022 - Present

*MetLife is a leading global provider of insurance, annuities and employee benefit programs..*

- Currently build a case management workflow for MetLife customer implementation team and redesign end to end user experience for MetLife Pets insurance and Upwise benefits web portal .
- Led design initiative with strategic partner team, including projects like Upwise financial check up from 0-1 with increased average number of sessions per user by 2.6, check up completion rate by 65%, 70% postitive user feedback, revised onboarding flow with 80% positive user feedback and Savi student loan web experience.
- Planned and facilitated multiple design thinking workshops, bringing together stakeholders to work together to discover new solutions to solve customer pain points and ultimately build out a design backlog.

### Zhangyue *Product Designer*

Apr.2020 - Aug.2021

*iReader app is a Top1 online reading app (150 million active users per month) produced by Zhangyue. I led the innovative updates to the iReader for Android, ios and website platform.*

- Led Searching Improvement project: increased book click rate by 30%, reading conversion rate by 10%, retention rate by 5.34%.
- Led Text to Speech Improvement project: increased TTS DAU by 3%, average listening time spent by 4mins and reduced customer complaints by 35%.
- Led 0-1 auto refund project: reduced customer complaints by 50%, saved employee cost by 50%.
- Redesigned book detail page: increased reading conversion rate by 18%, retention rate by 1%.
- Drove design vision into product strategic roadmap, summarizing and sharing knowledge, helping increase the design team's visibility and recognition.
- Focused on product strategy, ideation, interaction design, and visual design. Collaborated with PMs, Engineers, Data Analysts, Operation specialists and Customer Service specialists.
- Created a new design collaboration way, wrote the design documents, optimized the workflow thereby improving the work efficiency of the user experience design team.
- Plan and facilitated user research sessions and then effectively share findings and insights .
- Hosted design and project review critiques with design team and project teams across multiple partners.

### iQianjin *User Experience Designer*

Apr.2018 - Jan.2020

*iQianjin is a Fintech company providing financial products. A mobile app for Android and ios.*

- Redesigned the open account page and increased account open success rate by 5.4% and purchase rate by 1.1%.
- Redesigned product purchase page and increased purchase conversion rate by 6.43%.
- Researched user interaction with the app, built up a new research team, designed a usability testing plan, collected and analyzed the surveys.
- Refreshed a new design system to reduce cognitive load.

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## WHAT DESIGNER AM I

Customer obsessed  
Business metrics focus  
Data driven  
Systematic thinking  
Team player  
Aesthetics

## SKILLS

### Design

Product strategy  
Storyboarding/Persona  
Wireframes and prototype  
Journey mapping  
Interaction/Visual design  
Design library guideline

### Research

Quantitative & Qualitative  
Data tracking  
AB testing  
User surveys  
Competitor analyses  
Usability testing  
User interviews

### Tools

Figma/Sketch/Invision/Principle  
Adobe CC/ Axure  
Google Docs/Keynote

## EDUCATION

### North Carolina State University

Master of Landscape Architecture  
2016

### Hubei Institute of Fine Arts

Bachelor of Landscape Architecture  
2012