

# Shiyuan Tian

UI/UX RESEARCHER & DESIGNER

## EXPERIENCE

### UX Design Intern

Alibaba

May 2023-Sep 2023, HZ, China

Designed the user experience and user interface for the Tmall Campus app for student campus services, contributing to 500,000+ downloads in the first month.

- Led the UI design process for the app, creating cohesive design systems with icon sets and exploring visual styles like contrasting colors, diffused lighting, and 3D effects.
- Optimized user experience through usability testing and user research, creating an interactive brand calendar with scroll and swipe functions, increasing user engagement by 36% in A/B testing.
- Collaborated with technical, product, and marketing teams to refine the app's information architecture and user flow, ensuring design feasibility and alignment with visual effects.

### UX Designer

Fun-gi Game Co-op

Jan 2023-May 2023 NY, US.

Designed and Developed the "True Dream Home" experience, utilizing VR technology to elevate mobile home design gaming.

- Led UX and marketing research, developed concepts and user journeys, boosting social media engagement by 129 likes and increasing subscription alerts by 3.7%.
- Conducted 20+ usability tests with target audiences (middle-aged women) to refine user journeys, onboarding experiences, and VR accessibility, increasing overall user satisfaction by 21%.
- Facilitated stakeholder meetings, created requirements documents and implemented systematic documentation processes.

### UI/UX Designer & AR Developer

City Of Belonging

Aug 2023 - Jan 2024, NY, US.

Designed and developed a mobile app with AR experiences to foster a sense of belonging for expatriates.

- Designed the app user interface, including wireframes, prototypes, design system, and implementing the AR experiences.
- Optimized map usability by integrating layered visibility toggles, progressive disclosure, and color-coded cues, improving information architecture and reducing cognitive overload.
- Conducted A/B testing and behavioral analytics on key design elements, including color palette and phone-shaking interactions, leading to a 28% increase in user engagement.

## EDUCATION

Cornell University

2024-2026, NY, US.

MS in Design Technology

New York University

2020-2024, NY, US.

BS in Interactive Media Art Min. in Computer Science

🌐 shiyuantian.com/

✉️ tianshiyuan.design@gmail.com

☎️ (607) 339 6311

📍 Ithaca, NY, US.

## Skills

User Experience (UX) Design

User Interface (UI) Design

User Research

Wire-framing & Prototyping

Design System

Accessibility & Inclusive Design

Usability Testing

Front-end Development

AI-Driven Design

Human-AI Interaction

Agile & Scrum Methodologies

## Tools & Technologies

Figma, Sketch, Framer, Adobe

Creative Suite, Google Analytics,

Jira, Unity, Maya, Rhino.

## Programming Language

JavaScript, Python, SQL, HTML,

CSS, Arduino, C, C++

## Awards

### L'Oréal Brainstorm

Design Lead Top50, 1.5%

Designed a community-based AI makeup app for L'Oréal, and developed commercial strategies for app expansion and interactive AR features

### Chow Tai Fook Creative Contest

Interaction Designer Top1

Developed and designed a themed for Chow Tai Fook, interactive pop-up store and jewelry line to embody and promote the brand's philosophy.