

Yuxuan (Kelly) Du

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PROFESSIONAL SUMMARY

UX/UI Designer with a background in digital media and product design. Experienced in collaborating with cross-functional teams, designing user-centered interfaces, conducting user research, and developing high-fidelity prototypes to improve digital product experiences. Skilled in Figma and Adobe Creative Suite with a strong foundation in interaction design, information architecture, and data-informed design. Passionate about creating intuitive and engaging digital experiences that balance user needs and business goals.

EDUCATION

ArtCenter College of Design

MFA in Media Design Practices

09/2025 - current

Pasadena, United States

University of Waterloo

Bachelor of Global Business and Digital Arts (Honors)

09/2016 - 05/2021

Waterloo, Canada

- **Relevant Coursework:** User Experience Design, Digital Media Design, Interaction Design, Digital Marketing, Cross-Cultural Digital Business, Computer Programming, Quantitative Methods
- **Honors:** University of Waterloo Merit Scholarship (2018)

SKILLS

UI/UX Design: User Research, Wireframing, Prototyping, Interaction Design, Information Architecture, Visual Design, Usability Testing

Design&AI Tools: Figma, Adobe Photoshop, Illustrator, Premiere Pro, Claude, Lovable, ChatGPT, Cursor, Base44

Front-end: HTML, JavaScript

Creative Technology: Unity, TouchDesigner, Arduino, 3D Modeling, Blender

WORK EXPERIENCE

Royal Holidays LTD

Product UI Designer & Travel Advisor

08/2023 – 04/2025

Calgary, Canada

- Designed and optimized 50+ app interfaces, creating intuitive and visually engaging user experiences for travel users.
- Developed high-fidelity wireframes and interactive prototypes for 4 core product features, including personalized travel recommendations and streamlined booking workflows.
- Conducted user research with 150+ participants through surveys, interviews, and usability testing to identify pain points and inform product improvements.
- Produced marketing and promotional design assets such as advertisements, banners, and posters to support product launches and campaigns.
- Collaborated with clients, airlines, cruise partners, and internal teams to align product design with business and marketing goals.

Halo Bubble Dry Cleaners

Social Media & Brand Operations Assistant

08/2021 – 08/2022

Toronto, Canada

- Managed multiple social media platforms including WeChat, Instagram, and Xiaohongshu, creating visual content to improve brand engagement and online visibility.
- Designed digital promotional assets and social media graphics, maintaining consistent brand identity across platforms.
- Streamlined customer communication by developing standardized email templates, improving response efficiency and customer service workflow.
- Created an employee onboarding guide with intuitive visuals and structured instructions to support staff training.

China Asia Economy Development Association Committee

Product Design Intern

06/2019 – 08/2019

Beijing, China

- Designed premium product packaging and promotional brochures for Liaoning sea cucumber products using Photoshop and Illustrator.
- Applied storytelling design approaches to integrate cultural themes into marketing materials, enhancing brand presentation.
- Developed 3D packaging concepts using CAD, improving the product unboxing experience.
- Participated in usability testing and feedback collection to refine packaging design and visual hierarchy.