

Stella Fu

PRODUCT DESIGNER

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EXPERIENCE

Baytech Digital | Product Designer

03/2020-Present
San Jose, CA

- Led a website design project for an art studio, resulting in a 20% increase in user satisfaction by improving user experience and interface design.
- Enhanced design projects through extensive user research and usability testing, leveraging insights to inform design decisions and optimize product functionality.
- Collaborated closely with product managers and engineers to ensure design solutions were feasible and aligned with business objectives, delivering designs that met both user needs and business goals.
- Developed wireframes, prototypes, and high-fidelity designs using industry-standard tools such as Figma, Adobe XD, and Sketch to bring ideas from concept to execution.
- Maintained and updated the design system for Baytech Digital's official website, ensuring consistent and cohesive user experiences across all digital products.

Baytech Digital | Product Design Intern

09/2019-01/2020
San Jose, CA

- Collaborated with UX Director, Program, Development Managers, and other UX Designers to successfully complete designs.
- Accelerated design execution by integrating feedback mechanisms, defining the best design principles, and creating a visual library.
- Curated and organized design assets into a cohesive and visually appealing layout for the website, enhancing the overall user experience and presentation.

World Journal | Visual Design Intern

05/2019-08/2019
San Jose, CA

- Collaborated with the Creative Director on a range of projects, contributing to graphic design, print production, and brand strategy development to ensure cohesive and impactful design outcomes.
- Gained valuable experience working professionally with clients, navigating the challenges of a fast-paced environment while consistently meeting tight deadlines.

Cloud Graphic | Graphic Design Intern

12/2018-03/2019
San Francisco, CA

- Worked closely with the Design Manager to refine branding, website content, layout, and interfaces, ensuring all elements aligned with the new brand identity and provided a seamless user experience.
- Collaborated with the marketing team to design identification systems, advertisements, and promotional materials that effectively communicated the brand's message and engaged the target audience.

EDUCATION

Academy of Art University

09/2017-12/2019
San Francisco, CA

Master of Arts in Graphic Design

Wuhan University

09/2012-06/2016
Wuhan, China

Master of Arts in Graphic Design

SKILLS

Design

UX Strategy, Wireframes, User fLows
Prototypes, Mockups, Concept Sketches
Design Systems, Branding, Motion Design

Tools

Figma, Adobe Creative Cloud, Sketch,
Workshop, Keynote

Methodology

Competitive Analysis, Market Researching,
Mood board, User Interviews, Persona
Hypothesis, Usability Testing