

YUHAN HU

yuhanhu.com

yuhan722@hotmail.com

416-571-0186

EDUCATION

WEB DESIGN 2013 – 2014

Sheridan College

Post-graduate Certificate

ANIMATION 2008 – 2012

Communication University of China

(The top art school in China)

Bachelor of Arts

TECHNICAL SKILLS

- Adobe Creative Suite
- Sketch
- Figma
- Balsamiq
- Invision
- Video Edit
- HTML & CSS

SELECTED AWARDS

Independent Animation
“My Grandpa” 2012

Best Animation

Beijing University Joint Film Festival

Best Short Animated Film

Chinese Short Film Media Award

4th Prize in China Region,

TBS DigiCon6 Awards, Japan

Best Original Screenplay Award

Nominee

Monkey Kings Award

Best Character Animation Nominee

White Poplar Award

Best Original Screenplay

Beijing Film Academy Award

UX Designer II

Amazon

2021 – Present

- Lead the UX design of a B2B transportation risk and compliance audit application
- Actively mentor a junior UX designer

Product Designer

Goodfood

2021

- Redesigned the new Goodfood website, includes the meal kit subscription and online grocery digital experience
- Provided UX solutions to improve the warehouse management app

UX/UI Designer

Wunderman Thompson Canada

2018 – 2021

- Provided UX, UI, DCX solutions to clients in CPG, automobile, finance, and retail to enhance their digital customer experience, including UX research and design, multi-channel design analysis, best-in-class case study, and design of user flows, sitemaps, information architecture, wireframes and prototypes
- Collaborated with strategy and project management team to engage clients directly to co-develop design and campaign concepts
- Created, built, and audited accessible digital products with in-depth knowledge of WCAG 2.1 Level AA guideline

Selected Projects:

Volkswagen (VW) Canada

- Completely redesigned VW's website in Canada based on its new global branding guideline and CMS environment
- Led the design research of the new CMS, component library, and style guide
- Collaborated with data scientists, strategists, and tech team to ensure UX solutions integrate seamlessly with the complex CMS structure
- Managed end-to-end content migration and creative image sourcing under a shortage of new branding images from the client
- Designed a new inventory tool to increase digital user engagement and lead generation for dealers during Covid 19
- Conducted accessibility audit for the 155-page website through self-training of all 50+ Level A and AA criteria, the result of which has led to additional accessibility services and projects

IKEA Canada

- Led the UX design of bringing a range of new IKEA Family membership services into its current website, leading to a significant increase of website traffic
- Mapped the operational processes of new services through stakeholder interviews and digitalized critical parts of the user experience to enable more operational efficiency
- Assisted the tech team with workflow and CMS improvement

KAO - John Frieda, Jergens, Biore

- Created customer journeys and identified improvement opportunities for three KAO brands based on best-in-class research and current state diagnostics. This work was so well received that it led to opportunities to rebuild and maintain the three brands' websites and social media outlets

UI/UX Designer

Torinit Technologies

2017 – 2018

- Designed mobile apps, web-based software for B2C and B2B clients

Digital Designer

Synthescape Art Imaging

2014 – 2017

- Designed digitized art and culture websites 3D virtual tours, and kiosks for global galleries, museums and cultural institutions