

HUAN RICHARDS

SENIOR USER EXPERIENCE DESIGNER • ARCHITECT

Advanced knowledge of user experience and excellent at analyzing the client's needs and creating a finished product. Academic qualifications with Master of Fine Arts in Web Design & New Media and Bachelor of Fine Arts. Create projects from discovery planning to inception including Information Architecture, User Experience Design, Information design, Interface design and optimization that achieve user's needs.

PROFESSIONAL EXPERIENCE

11.2020
Current

Yum! Brands *Plano, TX*

Senior User Experience Designer

- Designed the Admin portal to help data managers configuring products, menus, taxes and promotions.

11.2020
11.2021

Givelify *Plano, TX*

Senior User Experience Designer

- Redesigned internal admin tool (B2B) to improve the overall user experience quality; improved user flow, ease of use, understandability, and reduced time to activity completion.
- Redesigned primary customer portal (B2C) and 3rd party integration process; improved flow context and information architecture to ease customer usability, automated integration steps where possible to save time and effort.

06.2020
11.2020

AT&T *Dallas, TX*

Senior User Experience Designer/Architect

01.2017
03.2019

- Created UX documentation (transaction flows, scenarios, wireframes, navigation models, prototypes, user interaction specifications) to communicate concepts and designs to internal partners.
- Took ownership of the project, translated business goals and requirements into effective digital experiences to solve problems and to improve the customer experience.
- Created strategies to ensure usability and consistency for the enterprise web application.
- Help define the vision and strategy for product development and delivery.
- Provided direction and mentorship for other UX Designers.

04.2019
09.2019

7-Eleven *Irving, TX*

Senior User Experience Designer

- Designed digital experiences for the in-store Apps, especially for mobile apps and desktop portal by producing flow diagrams, UI specifications, wireframes, prototypes, and other interaction design artifacts and deliverables that define an ideal flow through the product user interface.
- Analyzed product interactive user experiences in the context of the broader, end-to-end customer service design.

03.2015
01.2017

AT&T *Dallas, TX*

User Experience Designer

- Worked closely with product teams, development team, Content team and user research team to refine the business requirement, craft solutions and identify future enhancements.
- Created UX process flows, wireframes and prototypes used to present the business needs to internal partners and clients.
- Proposed and participated in user research, usability validation, and A/B testing.
- Applied design thinking to the end-to-end customer experience.

06.2014
09.2014

Innovative Management 360 *Santa Clara, CA*

User Interface Designer/Motion Graphic Designer

- Re-design restaurant POS Interface, building new experiences by instituting a user-centered design approach and successfully translated subject matter into concrete design to meet clients needs and marketing.
- Successfully translated the company's core concept into computer motion graphic promotional materials and sales collateral.
- Created advertisement video using After Effects.

01.2010
07.2011

Wally Corporation *Beijing, China*

UI/UX Designer

- Designed the user interface for enhancements and continuous expansion of our touch-screen product to increase profits and streamline the ease of use and purchasing process for customers.
- Responsible for redesigning company's website, including: complete the web front-end coding, maximize user experience, image optimization, retouching and web content.
- Collaborated closely with marketing supervisor to combine business requirements for marketing strategy.

EDUCATION

Master Degree (2012 - 2014)

Web Design & New Media
Academy of Art University

Bachelor Degree (2007 - 2011)

Art Design
Beijing Institute of Graphic Communication

CERTIFICATION



Certified SAFe® Agilist

CONTACT

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