MINGYUE QU

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experience.

Instaco LLC
Product Designer
Mar 2021 - Present
Los Angeles

Results-oriented Product Designer with a strong focus on creating engaging user experiences in e-commerce domain. Demonstrated expertise in designing and developing a holistic Ezze system that serves both B2B and B2C segments in the retail market.

- Led UX/UI design and product release for 2 dashboards, crafted user flows, designed high-fidelity mockups and prototypes, utilized parallel testing and continuous iterations to optimize user experience and ensure high-quality deliverables.
- Collaborated with PMs and Ops teams to implement product solutions that align with business growth objectives and drive conversion rates.
- Acted as a liaison between cross-functional teams to ensure seamless integration and consistent functionality across the Ezze platform.

UX/UI Contract
Product Designer
Jun 2020 - Mar 2021
Remote

Led app redesign projects for renowned clients such as Wish, Weee!, Byte Dance, Scanwell Health, Netflix, and Amazon. Proficient in formulating and translating business needs into practical design strategies and functional design execution.

- Led UX efforts, including in-depth user research, persona creation, roadmap development, information architecture, and iterative design processes to improve user satisfaction.
- Refined business goals through meticulous attention to detail, resulting in enhanced user experiences and increased engagement.

projects.

Ezze Seller Dashboard
Sep 2021 - Present

Created and enhanced Ezze Seller Dashboard, an empowering web-based platform offers e-commerce solution for Ezze sellers. Equipped sellers with valuable tools and features to streamline their live-selling businesses, optimize operations, and drive success.

Ezze Admin Dashboard
May 2021 - Present

Designed and iterated Ezze Admin Dashboard, a robust web-based backend moderation system facilitating efficient management of user performance, streaming activities, and e-commerce transactions, playing a crucial role in driving revenue generation of the Ezze app.

skills.

Figma, Sketch, Adobe XD, Invision, Protopie, Zeplin, Adobe Creative Suite, JavaScript, Html/CSS

UX/UI Design, Product Management, Research & User Archetype, Information Architecture, A/B Testing, Usability Testing, Low-to-High Fidelity Design, Prototyping, Interaction Design, Visual Design, Storytellings, Design Workshops, Handoff

education.

Pratt Institute
Aug 2018 - Jun 2020
New York

Master of Fine Arts, Interactive Arts
- Specialized in creating digital-experiential products, particularly focusing on wearable devices, to foster connections by providing audiences with direct sensory experiences.
- Leveraged innovative technology to enhance user engagement and create immersive digital interactions.

award.

Renovators Top 100

Oppos Campus Global Emerging Artists Project, 2020