ANYI DAI

A UX/UI designer and researcher with 4-year experience in crafting user-centric solutions for an early-stage product in the travel industry. Actively seeking a full-time opportunity in the field of user experience design.

anyi.dai.hci@gmail.com
1 (585) 957-5686
www.anyidaidesign.com

Experiences

Mingle & Meet Inc.

UX/UI Designer and Researcher | May 2020 - July 2024 | NY, USA

Mingle & Meet Inc. is a five-person startup dedicated to facilitating travel enthusiasts in discovering compatible companions. The company is in the seed stage of MVP development.

- Found the niche to fit the product in a red ocean market and shaped the product strategies that differentiated it from other competitors by conducting initial market and competitor analysis

- Inspired and influenced several major design decisions by collaborating with 2 fellow designers in user study, during which we interviewed 109 potential users, conducted a 209-responses survey using SurveyMonkey and Google Form, and generated a report that garnered the praise of entrepreneurial mentors in the venture organization

- Structured the framework for key features, such as exploring new meetups and evaluating fellow travel buddies, employing user-centered ideation methods including user scenarios, sketching, wireframing, and user flow

- Created a realistic, dynamic hi-fi mock-ups using Protopie for user testing and stakeholder presentations, yielding robust user study results and facilitating the team's entry into the venture organization

- Swiftly iterated the cumbersome features and simplified the user experience of organizing a travel buddy meetup through usability testing involving 9 potential users

- Contributed to the team's cost and time savings through agile collaboration with engineers by delivering comprehensive taxonomy deliverables, prioritizing features based on impact and effort, and actively exploring alternative, viable user interface design solutions

- Increased workflow efficiency and ensured design consistency by establishing an organized and scalable design system with fellow designers, which includes 600+ components

Bri Experience Design & Development Company

UX Designer | Dec 2015 - Mar 2016 | Beijing, China

Bri is a design consulting agency with 10-15 employers. The company's clients include the China Mobile, Beijing Children's Hospital, Amway

- Averted user encounters with dead ends by pinpointing and streamlining the intricate user stories within the process of acquiring a new cable service and submitting maintenance requests on the mobile website of Beijing Gehua Cable

- Enhanced team collaboration by supporting the design lead in furnishing engineers with a meticulously organized and annotated page flow for the SIM card service kiosk system, which was deployed across China Mobile's nationwide stores

Education

Rochester Institute of Technology

NY, USA

M.S. Human-Computer Interaction
Aug 2017 - May 2021

Renmin University of China

Beijing, China
Bachelor of Law | Major
B.A. Journalism | Minor
Sep 2012 - Jun 2016

Skills

User Study, Interview, Survey, Usability Testing, Storyboards,

Information Architecture, Wireframing, Rapid Prototyping, Mock-up Design, Interaction Design, Visual Design,

Motion Graphic Design, Front-End Web Developing, Storytelling, Design Thinking, Team Collaboration, Leadership, Empathy

Tools

Wireframe	**Visual**
Figma	Illustration
Sketch	After Effects
Axure	Photoshop
Adobe XD	

Prototype	**Coding**
Protopie	HTML
Principle	CSS
InVision	JavaScript
Origami	Java