

# Anqi Yu

UX Designer & Visual Experience Designer

Work Experience

## UI/UX Designer

### TRADEMARK 5150

November 2024 – Present San Jose, CA

- Conducted UX research and created web templates in Figma, ensuring user-centered design and seamless functionality.
- Developed email marketing campaigns with Figma and Klaviyo, optimizing performance through data-driven strategies.
- Managed Shopify operations for both B2B and B2C clients, including product management, theme customization, and SEO optimization.

## Web Designer Intern

### TRADEMARK 5150

August 2024 – November 2024 San Jose, CA

- Designed and prototyped UX/UI solutions for WordPress and Shopify, enhancing usability and streamlining workflows with Figma and other tools.

## Graphic Designer Intern

### Superhuman Bikes

January 2024 – April 2024 San Diego, CA

- Designed logos, packaging, and marketing materials, enhancing brand identity and marketing impact.
- Collaborated on iterative design processes, contributing to creative strategies and quality outcomes.

## Visual Designer

### Student Council@Beijing University of Technology

January 2021 – February 2022 Beijing, China

- Designed promotional materials, boosting event attendance and engagement.
- Managed social media pages, implementing creative strategies to enhance visibility.

## Graphic Designer

### Marketing Team@Beijing University of Technology

September 2021 – April 2022 Beijing, China

- Produced high-quality promotional materials for events, improving aesthetic appeal.
- Organized workshops and managed multiple design projects with timely delivery.

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(619)–518–5755

San Jose, CA

Education

## Bachelor of Science

### Graphic Design & Interactive Media

Newschool of Architecture & Design  
2022–2024 | 3.8 GPA  
San Diego, CA

## Bachelor of Art

### Digital Media Art

Beijing University of Technology  
2020–2024 | 3.8 GPA  
Beijing, China

## Skills

Visual Design  
Wireframing and Prototyping  
Web Design  
Product Strategy / User Research  
UI Animation  
UX Testing and Research  
Brand Design  
Email Marketing

## UX Research

Usability Testing  
User Interviews  
Task Analysis  
Journey Mapping  
A/B Testing  
Prototyping  
Storytelling

## Tools

Figma / Sketch  
Photoshop / Illustrator  
InDesign / After Effect  
WordPress Engine / Shopify  
Klaviyo / Mailchimp  
Premiere Pro / CAD  
Stable Diffusion / MidJourney  
HTML / CSS / JavaScript

## Language

English  
Mandarin