

# Benny Sun

## Senior UX Researcher | Design Mentor

### Employment

#### Senior UX Researcher, Morgan Stanley

Remote | 11/2021 - Present

Leveraging qualitative and quantitative methods to conduct projects across all stages of UX research - discovery, explore, test, and listen. Collaborating with cross-functional teams from business, engineering, and product to UX to identify research objectives and plan user research activities. Managing user research and usability evaluations. Presenting actionable research findings and compelling experience stories to executive leadership, business stakeholders, and project teams. Influencing design, direction, and development decisions to improve the user experience on Morgan Stanley and E\*Trade platforms. Spearheading strategic projects to uncover business opportunities and user needs.

#### Design Mentor, Avocademy

Remote | 12/2021 - Present

Mentoring UX/UI Bootcamp graduates on projects for small to medium businesses spanning over the entire User Experience Design Process, including research, empathizing, design, test, and handoff for industries like FinTech, e-Commerce, Fashion & Apparel, Medical, Education, Services, Food & Beverages, and counting.

#### UX/UI Designer, Moment Studio

Remote | 06/2021 - 11/2021

Conducted user research. Synthesized findings to create user experiences that connect people in meaningful, enduring ways with products, services, and brands. Leveraged scenarios to create user stories, sitemaps, and user flows. Created low, mid, high-fidelity, and clickable prototypes. Worked closely with design and dev teams to bring products to life. Provided clients an end-to-end experience with thorough UX and UI processes.

#### Regional Director & Senior BD, InGenius Prep

New York, NY | 02/2019 - 10/2021

Responsible for Tri-State operations. Led clients behavior and needs studies. Redesigned the consultation-sales process for more efficient procedures. Conducted sales & BD training. Grew Tri-State sales from 0 to \$1M/yr.

#### Director of Academic R&D, Prime Education

Shanghai, China | 07/2015 - 04/2017

Researched and designed academic content. Edited marketing and educational videos. Designed company app UI, and dubbed all in-app characters. Cross-departmental communications: academic and design.

#### Mentor, R&D Researcher, New Oriental Education & Technology Group Inc.

Shanghai, China | 09/2013 - 07/2015

Led researchers on trend research, analysis, and forecast. Lectured at all top universities in Shanghai and the Shanghai Annual Academic Trend Forums. and mentored Junior Researchers, teaching faculty, and students.

#### Co-Founder & Center Director, Your English School

Hangzhou, China | 08/2008 - 08/2013

Conducted market research and analysis. Created feasibility plans. Built a core product system, and drafted employee manuals. Responsible for sales, marketing, and public relations. Student number increased from 0 to 500.

#### Director of Studies, World International English

Qingdao, China | 06/2006 - 08/2008

Designed nationwide educational and service systems. Recruited and trained foreign and domestic faculty. Created an efficient scheduling system adopted by all centers across the country.

### [Portfolio](#)

### [LinkedIn](#)

### Contact

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Stamford, CT

### Skills

UX/UI Design

Human-Centered Design

User Research

Information Architecture

Journey Mapping

Site Mapping

Wireframing

Rapid Prototyping

Copywriting

Design Sprints

Design Thinking

Agile

Communication

Leadership

Evangelism

Empathy

Problem Solving

Collaboration

### Tools

UserTesting.com

UserZoom

Figma

Adobe XD

Sketch

InVision

Photoshop

Miro

Axure RP

### Languages

English

Chinese

French

### Education

#### UX/UI Design Bootcamp

Avocademy

03/2021 - 06/2021

#### MBA, Alternative MBA

thePowerMBA

09/2020 - 12/2021

#### UX Designer Path

Interaction Design Foundation

02/2020 - 03/2021

#### Applied English

Xiantao Vocational College

09/2003 - 06/2006