

Benny (Yabin) Sun

UX/UI Designer

bennysun.com

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EMPLOYMENT

UX/UI Designer, The Guac Group

Remote | 06/2021 - Present

Conducting UX design research and interviews. Synthesizing research findings to create user experiences that connect people in meaningful, enduring ways with products, services, and brands. Leveraging scenarios to create user stories, sitemaps, and user flows. Creating low, mid, high-fidelity, and clickable prototypes. Working closely with the design team as well as developing teams to bring products to life. Providing clients an end-to-end experience with thorough UX and UI processes.

Office Director, InGenius Prep

New York, NY | 02/2019 - Present

Responsible for Tri-State operations. Developed and maintained business partners, conducted sales & BD training, redesigned the consultation-sales process for more efficient procedures. Grew Tri-State sales from 0 to \$1M/yr.

Director of Academic R&D, Prime Education (startup)

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 Forum, and mentored high school and college students.

Co-Founder & Center Director, Your English School

Hangzhou, China | 08/2008 - 08/2013

Conducted market research and analysis, created feasibility plans, built core product system, 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 - Aug/2008

Participated in sales and marketing campaigns. Recruited and trained foreign and domestic faculty. Created an efficient scheduling system for students, which all centers adopted.

EDUCATION

UX/UI Bootcamp, Avocademy

03/2021 - 06/2021

MBA, the Power MBA

09/2020 - Present

UX Designer Path, Interaction Design Foundation

02/2020 - 03/2021

Applied English, Xiantao Vocational College

Hubei, China | 09/2003 - 06/2006

CONTACT

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Stamford, CT

SKILLS

UX/UI Design

Human-Centered Design

Design Research

User Interviewing

Information Architecture

Journey Mapping

Site Mapping

Wireframing

Rapid Prototyping

Copywriting

Usability Testing

Competitive Analysis

Design Sprints

Agile

TOOLS

Adobe XD

Figma

Sketch

InVision

Photoshop

Miro

Axure RP

SOFT SKILLS

Communication

Leadership

Evangelism

Empathy

Problem Solving

Collaboration

LANGUAGES

English

Chinese

French