

SHUYI QI

Product Designer/Artist | U.S. Citizen | San Jose, CA | (669)-261-8996 | shuyi.qi@gmail.com | shuyiqi.com | linkedin.com/in/shuyiqi

PROFILE: Designer with 8+ years' experience creating beautiful designs that users love in financial, B2B, technology, government, and media sectors (Fortune 500 companies, NGOs) with design leadership experience to foster and guide the UX community/culture.

Core competencies: Product design, UX design, visual design, branding design, graphic design, presentation design, motion graphics

HIGHLIGHTS: Led Card Monetization team to enable offers in **1000+** partner financial institutions (projected **\$11M in 5 years**), increase personalized offer annual card sales by **411%**, increased offer view rate by **3900%**. Generated **\$84MM** in balance growth via optimizing balance transfer flow. Saved **\$45MM**, increased app completion by 90%, cut development time by **50%** designing banker's application portal, product recommender. **Won 4 company awards.**

SKILLS

- Software skills: Expert knowledge of Figma, Sketch, InVision, Abstract, Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects, Excel, PowerPoint, Google Suite, Keynote, Mac OS, PC; Familiar with HTML/CSS, WordPress, SketchUp, XD, Maya.
- Art and Design: Excellent proficiency of UX design, site-mapping, user flow, wireframing, responsive/native design, iOS, Android, prototyping, layout, composition, storyboarding, typography, logo, color theory, illustration, DSLR, animation, video editing
- Communication: Excellent written and public speaking skills from design presentations, meeting facilitation, marketing, journalism

EXPERIENCE

U.S. Bank | Lead Product Designer – Assistant Vice President | San Jose, CA Feb 2021– Present

- Led Card Monetization team to enable offers in **1000+** partner financial institutions (projected **\$11M in 5 years**), increased personalized offer annual card sales by **411%**, increased offer view rate by **3900%**. Generated **\$84MM** in balance growth via optimizing balance transfer flow. Saved **\$45MM**, increased app completion by **90%**, cut development time by 50% designing banker's application portal, product recommender. **Won 4 company awards.**
- Organize speaker lineup/sessions for **company-wide Design Day 2025 conference**. Led UX community culture as Visual Design COP Lead by presenting Figma best practices, hosting popular UX Trend podcast, COP meets, peer reviews, establish new branding, mentor new hires/designers, and teaching UX bootcamps for project managers.
 - Represented U.S. Bank at **Figma's Config 2023 conference**, reported on AI, augmented/extended reality, next-gen design.
 - Created/taught as Figma design library system to mass automate design updates, make flows/prototypes much faster.
- Championed native app iOS, Android, mobile, tablet, desktop design best practices with accessibility consultant, UX researchers.
- Uses Figma, Sketch, InVision, Abstract, Adobe Creative Suite in cross-functional environment with project manager, developers.

Sustainable Silicon Valley | Visual/Graphic Designer | Sunnyvale, CA July 2020– Feb 2021

NGO that brings together tech companies, cities, counties, and research and educational institutions to solve clean energy issues.

- Shape visual aspects of responsive website mobile/desktop UI, flyers, with **53%** increased program attendance
- Leads brand consistency across all platforms using Adobe Creative Suite, HTML/CSS, Google Docs, Slides, Sheets (Suite)

SAP | Visual and Graphic Design iXP Intern | Palo Alto, CA Sept 2018 – Sept 2019

- Led UX/interaction design of Global Sales Enablement websites resulting in **40%** more engaged users since going live.
- Designed icons, logos for SuccessFactors COO, created presentations slides, 2D animations, music with Adobe Creative Suite.
- Reported directly to sales enablement Sr. Director. Strategized programs, supported creative vision for learn/training workshops.

Web comic "Shuun" | Creator, Illustrator, Graphic Designer, Writer | Davis, CA (self-employed) Jan 2014 – Dec 2017

- **Awarded 2015-2016 Editor's Choice award:** "Shuun" web comic featured in **UC Honors Journal:** shuun.webcomic.ws

CalAsian Chamber of Commerce | Global Business Development, Marketing Intern | Sacramento, CA Jun 2017 – Aug 2017

(CA gov) Chamber represents over 600,000 California businesses for international export trade to Asia with education and grants.

- Recruited **3 times** companies registered for Silicon Valley business development export workshops with strategic partnerships.
- Designed commercial fliers, event posters/banners and presentations using Adobe Creative Suite, Google Doc, Slides, Sheet.

EDUCATION: University of California – Davis

GPA: 3.9/4.0 Graduated Sept. 2018

Double Major Bachelor of Arts in Arts and Political Science w/ honors, design courses: UI/UX, HTML/CSS, 2D/3D animation

AWARDS: UC Regents Scholarship, 1st Place National Press Association Award (Journalism), Columbia University Press 1st Place

ART ACTIVITIES: [London Royal Drawing School](http://londonroyaldrawing.school) art residency (UC Davis funded, 2019), UC Davis film festival (2017, 2018)