

Tina Yu

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Portfolio Website

<https://www.tinayu.net/>

Experience

EMAIL MARKETING SPECIALIST | VISION MEDIA | OCTOBER 2023 – MARCH 2024

- Created targeted email campaigns for the Oscars, Golden Globes, WGA, and other awards, including screening and streaming invitations
- Successfully reached 70+ guilds and global voting members with a 97% email delivery rate, ensuring campaign effectiveness
- Managed and safeguarded email lists for major entertainment guilds, including the Oscars and WGA, ensuring compliance with industry standards
- Oversaw data entry and ensured the accuracy and security of email lists for Hollywood award campaigns

UX DESIGN INTERN | REECE USA | JUNE 2022 – JUNE 2023

- Designed and developed a user-centered B2C e-commerce website for the Bath and Kitchen division, focusing on responsive design and seamless user flows
- Built and maintained a scalable design system for the B2C e-commerce website, ensuring consistency across UI components and aligning with brand guidelines
- Conceptualized and prototyped a minimum viable product (MVP) for a B2B e-commerce mobile application, integrating key UX principles and user feedback
- Partnered with cross-functional teams—including designers, customers, and Plumbing & HVAC branch managers—in an agile environment to improve the usability and overall user experience of a B2B e-commerce website

FACILITY SUPERVISOR & SCHEDULER | UNIVERSITY OF CALIFORNIA, SAN DIEGO | MARCH 2019 – JUNE 2022

- Provided exceptional customer service by managing inquiries, sales transactions, and front-desk operations
- Accurately processed payments, managed reservations, and maintained detailed data entry and reporting for operational records
- Created efficient staff schedules and resolved conflicts using data insights
- Oversaw daily operations of recreation facilities, collecting and analyzing data to optimize resource allocation, improve service delivery, and address urgent situations effectively

Education

UNDERGRADUATE | UNIVERSITY OF CALIFORNIA, SAN DIEGO | SEPTEMBER 2018 – JUNE 2022

- Major: Bachelor of Science, Cognitive Science with Specialization in Design and Interaction

Skills

APPLICATIONS

- Expert in: Figma, Axure, Sketch, Microsoft Office, Maze User Testing, JIRA, Miro, Mural
- Intermediate in: Adobe Creative Suite

CERTIFICATES

- User Story Masterclass: Your Agile Guide to User Stories
- User Stories - The 3 C's, INVEST and User Story Splitting!