



# Miao Yu

Senior Product Designer / Art Director

## EXPERIENCE

Apr. 2021 - Present

**Senior Product Designer**

**Top Hat, Toronto**

Led design for Top Hat textbook creation experience, test-building experience, and integration with 3rd party services by conducting qualitative research, defining problems, and prototyping design solutions. Worked with product managers and engineers to prioritize features and determine scope.

Sept. 2019 - Apr. 2021

**Lead Designer (Product)**

**ContactMonkey, Toronto**

Participated in all aspects of product development: Defined problems & user goals, mapped user flows, created prototypes and improved product interface. Designed website of ContactMonkey.

Jan. 2019 - July 2019

**Lead Designer**

**Cambly Inc., Shanghai**

Helped Cambly to establish a strong brand identity by creating style guidelines. Designed webpages for official websites. Worked with a product team to improve UX of the Cambly Apps.

Mar - Dec. 2017

**Visual Designer / Art Director**

**gyro, New York**

Designed high-fidelity user interfaces for multiple websites. Worked on integrated campaigns for TD Ameritrade Institutional and Grande Cheese. Helped with new business pitches from concepting to execution.

July 2015 - Feb. 2017

**Associate Art Director**

**Colle + McVoy, Minneapolis**

## EDUCATION

Sept. 2012 - May 2015

**Master of Fine Art in Advertising** - Savannah, GA, USA

Savannah College of Art and Design (SCAD)

Sept. 2008 - June 2012

**Bachelor of Art in Advertising** - Hangzhou, Zhejiang, China

Zhejiang University of Media and Communications

## DETAILS

 [miaoyuad.com](http://miaoyuad.com)

 yumao315@gmail.com

 [behance.net/miaoyu](https://behance.net/miaoyu)

 [linkedin.com/in/miao-yu-86a2b633](https://linkedin.com/in/miao-yu-86a2b633)

 Toronto, Canada

## SKILLS

Figma

Sketch

InVision

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Adobe After Effects

## SERVICES

Product Design

UX Research

Graphic Design

Art Direction

## CERTIFICATIONS

User Experience Design

General Assembly, NYC

Dec 2017 - Feb 2018

User Experience Design

General Assembly, San Francisco

April 2018 - June 2018

## PUBLICATIONS

Luerzer's Archive

Vol. 6/2017

WinField Plant Nutrition

Campaign Posters (X3)

## LANGUAGES

English (Advanced)

Mandarin (Native)