Sichao Yang

UX/UI designer

CONTACTS

- +31658979524
- Utrecht, open to relocation
- sichao1314@outlook.com
- LinkedIn
- Portfolio
- NL residence permit

PROFILE

UX designer with 3+ years leading end-to-end UX/UI projects for SaaS and digital platforms. Skilled at driving user research, prototyping, and design system optimization, with proven impact across multidisciplinary teams and measurable project outcomes.

SKILLS

📖 UX Research method
- Persona
- User interviews
- Journey mapping
- Workshop facilitation
- Agile/Scrum methodology
- Usability testing
- A/B testing

🖼 Design
- Rapid prototyping
- Interactive mockups
- HTML, CSS

TOOLS

Design: Figma, Adobe Creative Suite, AI for design
Collaboration: Miro
Project management: Jira, Notion, Confluence

LANGUAGES

English	Near native
Dutch	A2, active learning
Chinese	Native

WORK

UX/UI Designer, TNO-GSEU Web, NL

9. 2023 - Present, freelance
- Led end-to-end redesign and usability testing for old EGDI platform, improving **6** user metrics and achieving the 2nd launch across multiple regions;
- Facilitated 2+ multi-country workshops with **30+** stakeholders, aligning product vision and UX priorities with the project manager in weekly review sessions;
- Systematized legacy design system with Figma AI, supporting scalable and improved component reuse, reducing design/development cycle by twice;
- Developing detailed UI specifications and interaction flows, collaborating with back-end developers to ensure pixel-perfect implementation and preparing for the **3rd launch.**

UX Researcher, Philips Product Research Center, NL

04. 2024 - Present, full time
- Served as a consumer representative in cross-functional teams, ensuring user feedback was integrated into product development cycles;
- Collaborated with designers and engineers in design sprints and formative usability testing, successfully translating business needs to evidence-based design concepts;
- Involved in **5** product development projects and presented actionable consumer insights to stakeholders, supporting data-driven business decisions and successful product launches.

UX designer, Valyuu E-commerce SaaS Web, NL

03. 2023 - 09.2023, freelance
- Segmented both B2C and B2B2C users by synthesizing sales data and conducting in-depth interviews, and developed 5 actionable user personas used across product & marketing;
- Mapped the full life cycle user journey of 3C product, identified **3** key lead generation touchpoints, and recommended a straightforward payment method to the product team and targeted acquisition channels to marketing;
- Delivered design for content/blog hub and intuitive payment flow and contributed to scalable design system upgrades;

UX Researcher, IZI-to MaaS app, NL

11. 2023 - 02.2024, freelance
- Conducted user testing for Via Verde's highway tolling payment app and web services, gathering feedback from **20+** local users;
- Collaborated with the design team to prioritize improvements, resulting in enhanced product usability that improved feature design adoption;

UI/UX Designer, Turnn MaaS app(B2C), NL

02. 2022 - 09. 2022, Internship
- Owned design for end-to-end parking and payment journey, attracting **6** key design principles from Hackathon which guided product feature adoption;
- Created and iterated **3** rounds on low to high fidelity prototypes weekly, incorporating user feedback from usability testing to rapidly validate design directions;
- Delivered high-fidelity mockups with visually appealing UI, and supported the update of Turnn's design libraries and system;

EDUCATION

Master of Industrial Design, TU/e, NL

02. 2023 - 09. 2020
Client: Tree-O-Logic
Thesis: Citizen participation in Urban tree observation
Final grade: 8/10

Bachelor of Industrial Design, Shanghai University, China

06. 2020 - 09. 2015
Thesis: Design of intervention Training for Children with Dyslexia
Final grade: 4.0/4.0