

Allan He

UX/ UI Designer + Graphic Designer

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PORTFOLIO <http://www.allanhe.com/AllanHe/>

EDUCATION **Academy of Art University, San Francisco, CA, May 2015**

Web Design & New Media, MFA

Anhui Polytechnic University, Anhui, China, July 2005

Graphic Design, BA

WORK EXPERIENCE **UX/UI designer, Jun 2014 - Current, San Francisco**
Coach360 Application

Coach360 is a mobile application that serves coaches and players to builds a relationships between one another. For this start-up company, my job is to do user interface design (60%) and user experience design (40%).

For the UI design portion, I created sporting and system icons in addition to the overall user interface. I utilized Photoshop, Illustrator or Sketch to execute these responsibilities and have over 10 years of experience with these technologies, allowing me to easily navigate through the software and complete my tasks in a timely and efficient manner.

For the UX portion, I highly valued user testing and consider it one of the most important aspects of effective UX design. In the first stage, my teammates and I conducted user research first and based on the results, we created personas and made main user task flows. Following this, we went through paper prototyping and drew the basic sitemap. In the second stage, we discussed and improved the application's structure. Once this was completed, I made rough wireframes for secondary user testing (A/B testing). Depending on the user testing results, we improved it and re-tested as necessary. This took place for several rounds until the final wireframes were established and high quality mock-ups could be made to support the design to the developers.

At the end of this process, I gave all of the digital assets to the developers and worked with them on any changes they suggested to the UI/UX design. This can at times be a long process, requiring many reworks and alterations to various aspects of the design.

Recently, the Coach360 app launched and became available in App store. My main focus now is helping design a responsive web application and while continuing to assist in updates to the Coach360 app design

Visual Designer, May 2015, San Francisco

F50.io

Created web banner, brochure, concept video

Web Designer, Jan 2014 - 2015, San Francisco

M-Digital Studio., Inc

M-Digital Studio is a film visual effects Company. For this client, I designed for several different areas including posters, handbooks, and business cards, the most important of which was the responsive web design of their main site, www.m-digitalstudio.com. For this project, I worked alongside other artists of varying backgrounds in order to achieve a design style that was of high quality, visually appealing, and had an effective user interface.

User reaching is always necessary and important in the beginning of any design project. Much of my inspiration for the site came from research of Pinterest.com, Behance.com and other websites. I created a mood board consisting of fonts and color palettes and then made wireframes for the whole website. This was followed by user testing and some reworking. Once the wireframe was finalized, I used Illustrator to make high quality mock-ups. These were then coded using HTML5, CSS3 and JavaScript. In order to make the site accessible on different devices, I additionally used bootstrap and JQuery mobile.

Web Designer, 2013– 2014, San Francisco

CA architects

Created responsive web for ca-arch.com

Graphic Designer, 2012– 2013, Mountain View

GMIC,LLC

Created conference guide book, display, brochures for GMIC SV

Senior Designer, Mar. 2007– Jun. 2010, Shanghai, China

Shanghai Gradation Design & Associates Co., Ltd

Designed graphic & packaging design for PepsiCo, Mirinda, Gatorade and Budweiser;

Created ideas for exhibition, for sale

Art Director, Nov. 2005– Mar. 2007, Shanghai, China

IN Magazine & Advertising Co., Ltd

Directed art design for magazine and was responsible for problem solving;

Solved graphic design problems for small companies;

Communicated with customers

AWARDS

Best Flash Story, 2004

Chinese Colleges Advertising Academy Awards

A short-filmed advertisement for Jiangsu TV

SKILLS

- Advanced knowledge in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects etc) and Sketch
- Familiar with HTML5, CSS3, responsive web design; Understanding JavaScript
- Ability to prototype UI animations using After Effects and InVision