

Linyun Yu

UI/UX Designer

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yulinyune@gmail.com

Shanghai, China

Open to relocate

Education

Loughborough University

MA User Experience Design · Merit

2024 – 2025 · UK

University of Shanghai for Science and Technology

BA Product Design

GPA 87.65/100 · Ranked 5/51

2016 – 2020 · Shanghai

About

UI/UX designer with two years of experience in cultural technology.

Worked on projects for the Memorial of the First National Congress of the CPC and Shanghai Astronomy Museum.

Skilled in complex system interfaces, data visualisation, and VR/XR immersive experience design.

Skills

Design Tools

Figma

Adobe Photoshop / Illustrator

Rhino 3D

Design

Information Architecture

Data Visualisation

Prototyping

Design Systems

Usability Testing

User Interviews

Other

AIGC-assisted Design

Cross-functional Collaboration

Experience

UI/UX Designer

Shanghai, China

Aug 2022 – Apr 2024

Shanghai Inkdeeps Technology Co., Ltd.

CPC First Congress Memorial – Broadcast CMS · Lead Designer

- Solely responsible for UX architecture, interaction and visual design of a content broadcast management system for non-technical museum staff
- System comprised Display and VR modules, supporting 5 types of non-standard hardware including CAVE screens and wayfinding panels
- Designed dual-entry broadcast paths (device-first and content-first) to match different user mental models

Shanghai Astronomy Museum – Venue Dashboard · UI/UX

- Designed a large-screen data visualisation platform integrating 7 functional modules
- Matched visualisation methods to data types; anchored data to physical locations via a 3D venue model
- Designed companion mobile app; led bid presentation video — project won the bid

CPC First Congress Memorial – Digital Collectibles · Product / Interaction

- Designed NFC-enabled physical cultural products that unlock digital collectibles on contact
- Contributed to digital collectible page interaction design, bridging physical and digital experiences

Company Website · UX/UI

- Designed company website featuring a 3D virtual showroom with spatial navigation

Academic Projects

Sky Sports AI Concept Design · Team Project

- Designed an AI-personalised experience app for Gen Z football fans in collaboration with Sky Sports
- Shifted focus from content recommendation to social viewing based on interview findings

Smart Meter Energy Management App · Individual Project

- Independently designed a complete energy management app with gamification, building on collaborative research
- Delivered IA, lo-fi prototyping, and usability testing for energy tracking, goals, and community features